

Chemist & Druggist

Benn»

FEBRUARY 22 1975 THE NEWSWEEKLY FOR PHARMACY

'Mechant'-from the House of Caracalla.
A little 'wickedness' in a bottle-
certainly stimulating more
than just a little interest.



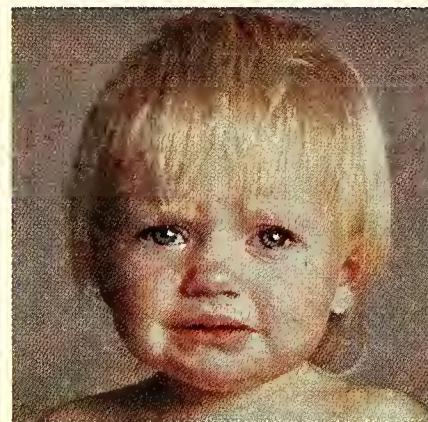
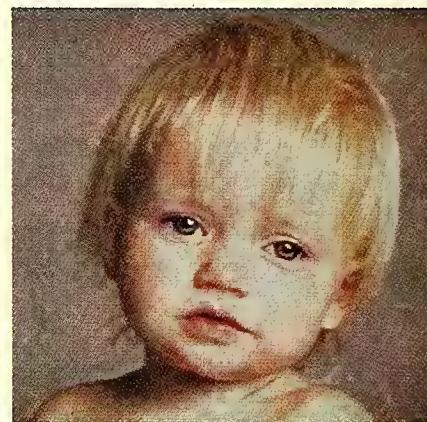
House of Caracalla Ltd.,
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Slimming
SPECIAL SECTION

**NPU members
to organise
VAT petitions**

**New Vestric
'package'
for chemists**

A Three Minute Commercial for Bonjela

½ minute*1 minute**1½ minutes**2 minutes**2½ minutes**3 minutes*

Try this simple test.

Next time a customer walks in with a mouth ulcer or sore gums or a teething baby recommend Bonjela. And watch.

In 75% of cases Bonjela relieves pain in the mouth within 3 minutes(1).

That's why we call it the three minute smile.

That's why more and more people are recommending Bonjela.

Join them. Stock and display Bonjela. And have a few more smiling customers. Bonjela.

The
3-minute
smile



*References: 1. Weg., MH (1965)
Journal New Jersey Dental Society 37, 169.*



Full prescribing information is available from: Lloyds Pharmaceuticals, Ltd.
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Chemist & Druggist

The newsweekly for pharmacy

22 February 1975 Vol. 203 No. 4952

116th year of publication

Editor Arthur Wright, FPS, DBA

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25 New Street Square
London EC4A 3JA
01-353 3212

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Regional advertisement offices

Midlands: 240-244 Stratford Rd, Shirley, Solihull, Warwicks 021 744 4427

North East: Permanent House The Headrow, Leeds LS1 8DF 0532 452841

Scottish: 74 Drymen Road, Bearsden, Glasgow 041 942 2315

North West: 491 Chester Road, Old Trafford, Manchester M16 9HF 061 872 5151

West Country and South Wales: 10 Badminton Road, Downend, Bristol BS16 6BQ 0272 564827

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Comment

Politicians' promises

Independent retail pharmacists will welcome the assurances of support for the small businessman given by the new Conservative leader, Mrs Margaret Thatcher, and the opposition industry spokesman, Mr Michael Heseltine (see p 262).

However, small retailers do not forget that while the Conservatives were instrumental in relieving the service industries of the burden of Labour's selective employment tax, it was the same party that abolished resale price maintenance and introduced value added tax. Mr Heseltine put the latter more "politically" on Monday, saying his party had "abolished purchase tax", but both moves were among the major causes of difficulty for the small retailers in recent years.

There has been much muddled thinking as the politicians have tried to follow the whims of consumer idealists. Ending rpm has finally led to the current situation in which consumers are so confused that their spokesmen call for standardised prices at the lowest common denominator—then complain because the small local shopkeepers and the high street specialists disappear.

If the politicians have indeed now thought through the effects of their policies, we may hope promises will not again turn out to be mere lip-service.

Arbitration

The arbitration award to Scotland's chemist contractors (see p 235) is a blow not only to those north of the border. Northern Ireland pharmacists will be particularly disappointed because it is their practice to submit a claim based on Scottish awards, and for that claim to be accepted by the Northern Ireland Department of Health. As one spokesman said: "What they get we get—and what they don't get we don't get!"

Even in England and Wales the Scottish case was being watched closely, both by the Central NHS Committee and the Department of Health. No doubt the latter will see the arbitrators' findings as ideal ammunition for their resistance to the contractors' claim for remuneration from January 1, 1975, but it is also likely that the chemists' negotiators will feel the arguments advanced in Scotland against pharmacy can be refuted without too much difficulty.

Certainly it is difficult to see how three arbitrators involved in the world of academic economics and accountancy could conclude that an appropriate return on capital employed for contractors is 12½ per cent. The return in England and Wales is 16 per cent, and far from seeing that as excessive, the contractors are currently arguing for a real increase in the level. That the arbitrators could recommend 12½ per cent as appropriate for the next quinquennium is beyond understanding.

Unlike the Central Committee, Scotland's negotiators have put their faith in arbitration as a means of settling their disputes. But after an award such as that just handed out, the difficulty of getting pharmacy's problems and need for just rewards across to "economists", must call either the arbitration procedure or the presentation of the case into question.

FORMULA 16 HAS A HEAD START WITH ITS WORLD-LEADING FORMULA.

Hair colour restorers are probably your fastest-growing market. Our formulation leads in world-wide sales. We're advertising to take advantage of that.

It's a really big campaign. Large spaces in the national press—Daily Express, Sun, News of the World, Radio Times and Glasgow Sunday Post.

Plus 2 hard-hitting radio commercials to men and women on London Broadcasting, Birmingham, Radio City (Liverpool) Piccadilly Radio (Manchester) and Radio Hallam (Sheffield).

Result: nearly 9 million adults will see the advertisement over 6 times. And 3 million listeners can tune in to our message.

This powerful campaign will greatly increase the established demand for FORMULA 16.

Make sure you stock up to meet it. With plenty of FORMULA 16 and FORMULA 16 SHAMPOO. And get your full share of profit.

For more details contact your local wholesaler or L.E. Vincent & Partners, Kings House, 10 Haymarket, London SW1.

Formula 16
brings back natural looking colour to grey hair.
Gradually.



NPU petitions add to growing VAT campaign

The chairman of the National Pharmaceutical Union, Mr J. C. Leigh has written to all NPU members about the campaign being mounted against a multi-rate VAT system.

He states that the campaign *must* be aimed at politicians as they are "only affected by votes", so it is suggested that members get their customers to sign petition forms which are being supplied for that purpose. The petition forms should be received back by March 10. A window-poster and a notice card asking the public's support are also provided.

Protests gain momentum

A London retail pharmacist, Mr Lewis Priest, claimed that he spent 20 hours each week on keeping the necessary VAT records.

Mr Priest was speaking in the BBC programme, "Check-Point", last week on the problems that a multi-rate tax would cause pharmacists. These 20 hours, he said, were in addition to other clerical work carried out before the tax operated. He pointed out that a pharmacist could not reduce the opening time of his premises because they were under contract to dispense NHS medicines.

Mr Priest could not see the possibility of giving the same service if more VAT rates were introduced. Ultimately the customers would have to pay more in order that he could pay the staff to do the extra work. "I would be seriously tempted to reduce the number of lines that are presently available to the public because if I am able to cut out a whole range of VAT my book-keeping and stock-keeping will be made that much easier".

Mr Tim Astill (deputy secretary, National Pharmaceutical Union), explaining the added burden for the pharmacist over other retailers, said the goods bought for dispensing changed their VAT rate on the way through his business. In other words he bought them at one rate and dispensed them at another. At the time they were bought the pharmacist did not know whether they would be dispensed or sold over the counter. On the question of paper work Mr Astill said it was not unusual for a small pharmacy to handle 50 or 60 invoices a week so the amount of work involved "will reach intolerable proportions." There was also the large range of merchandise carried by the pharmacist. "At one end the depths of necessity and at the other, the heights of luxury".

If the Chancellor did introduce more rates of VAT the chances were that pharmacists would be affected by all of them. The speaker forecast many of the smaller businesses would close down for they would be unable to cope with the

added burden, he said. "Not so good for the elderly or sick who would have to travel further to get their requirements," rejoined the interviewer.

The complication of zero-rated dispensing was discussed by Mr Hugh Mainprice who helped to draft the original VAT scheme. [Mr Mainprice was the author of an article published in *C&D* at the time the VAT proposals were announced in Parliament, see March 25, 1972, p 409]. He said the Government of the day did not want to put an extra charge on the National Health Service, which it would have done if it had said prescriptions would all be charged at the standard rate. Neither did it want to differentiate between NHS and private medicine. "As a result the complications for the chemist are enormous. The Government should have either zero-rated all supplies of medicines or taxed all supplies by chemists at the standard rate."

'Dispensing gp' chairman 'trying to restore relations'

Dr M. Wilson, chairman of the British Medical Association's rural practices sub-committee, has replied to criticism that he is "too kind to the pharmacist" in the current doctor dispensing dispute.

Dr F. E. S. Hatfield, Ongar, Essex, had made that suggestion following Dr Wilson's remarks in an interview published in the *British Medical Journal*. (*C&D*, January 18, p 54). In a following letter, Dr Wilson replies he has tried to understand pharmacists' difficulties — "not to be kind but to restore good relations between our two professions."

He states that one of the main reasons

Mr J. Wright, director, NPU group, joined a deputation from the National Chamber of Trade's protest meeting on Monday to present the meeting's resolution to No 10 Downing Street, Mr Wright is seen behind Mr Les Seeney, director general of the National Chamber, who is handing in the resolution (see also p 262)



for the deterioration in the relationship between pharmacists and doctor is "the mistaken belief that dispensing by doctors is increasing." He continues: "Over the last ten years the number of dispensing doctors has decreased slightly, but the volume of dispensing by pharmacists has increased from 225 m to over 300 m scripts per year in the same period. It is true that there has been a reduction in the number of pharmacies from over 14,000 to approximately 11,000, but all the evidence points to a substantial increase in dispensing by pharmacists over the last ten years."

Mr Aldington not to seek re-election

Mr Allen Aldington, a member of the council of the Pharmaceutical Society of Great Britain since 1957, has decided not to seek re-election. This was mentioned by Mr Michael Crowe, president of the North London Pharmaceutical Association at their annual dinner and dance held last week. Mr Crowe said the association had been fortunate in having one of its own members on the Society's Council for many years and he hoped there would be someone from North London to take Mr Aldington's place.

Principal guest at the dinner was Mr Eric Odgen, MP, a Parliamentary adviser to the Society. He had to call off a similar engagement at last year's dinner "because of the matter of a general election," said Mr Crowe.

A tombola raised the sum of £75 for the Society's Benevolent Fund.

Needles substitution

The Department of Health has agreed for the months of February and March that where because of the present shortage a chemist contractor is unable to obtain the Tariff hypodermic needle he may supply, and will be paid for, another brand of needle. Where other than the Tariff needle is supplied the form EC/FP 10 should be endorsed appropriately before it is submitted for pricing. Disposable hypodermic needles may not be supplied against orders on EC/FP 10.

Barbiturates: voluntary ban to be recommended?

The Barbiturates Steering Committee of the Advisory Council on the Misuse of Drugs has recommended a voluntary ban on the general use of such drugs.

According to a report in *Daily Telegraph* last week, a memorandum from the Committee calls for a campaign to persuade doctors, dentists, nurses and pharmacists that barbiturates should be "consigned to the history of medicine along with other out-dated drugs." At first confined to the medical profession the campaign would later, "when the profession feels the time is ripe," inform the public of the hazards and drawbacks of barbiturates.

The Committee is also quoted as stating: "All those who have to deal with the problem of drug misuse by youngsters are convinced that barbiturates are in the forefront.... They are convinced, too, that most of the barbiturates that are misused were originally obtained on prescription." Dependence among older people is also said to be "of concern," and the many hazards of the drugs, together with the availability of safer alternatives, made it reasonable to suggest to doctors that they cut down "severely" on prescribing them.

The memorandum is also said to state that new statutory controls would be of "little value" and place "burdensome" restrictions on supply, storage, and the writing of prescriptions which would be difficult and costly to enforce. "But the necessity for action is indisputable and the best controls would be voluntary."

A spokesman for the Department of Health, which acts as the secretariat to the Advisory Council, declined to comment on the newspaper report.

Medicines Act licences for 'general sale' wholesalers

"General sale" wholesalers, at present exempt from licensing under transitional provisions of the Medicines Act, are to be licensed in the near future. The Medicines Division of the Department of Health has recently written to such wholesalers, proposing to terminate from April 1 the transitional arrangements applying to them. Such a move might be delayed until May 1 if the necessary procedures could not be completed in time.

However, wholesalers dealing only in medicated confectionery would be allowed continued exemption in respect of products promoted as having a curative or remedial function in relation to a specified disease, provided:— that the written particulars accompanying the product do not specify a curative or remedial function other than the relief of symptoms of coughs, colds or nasal conges-

tion; and that the product may be legally sold in retail otherwise than from a pharmacy. After six months, to allow time for necessary changes and applications, a further condition would apply:— that the relevant product licence specifies that the product may be sold by wholesale dealers exempt from licensing, or that an application for a licence in such terms is still under consideration.

New regulations covering conditions to be satisfied before a medicinal product covered by a licence of right is advertised are due to come into operation on March 31. The regulations — the Medicines (Advertising of Medicinal Products) Regulations 1975 — have yet to be published by H.M. Stationery Office. Proposals for regulations governing the labelling of medicines, to come into effect May 1, have been sent out to interested parties by the Medicines Division.

Attack on Marmite being advertised for babies

Marmite's claim that it does babies "nothing but good" is unlikely to be true, writes Polly Toynbee in last Sunday's *The Observer*.

She claims that its concentration of 11.5 per cent salt makes it one of the saltiest foods on the market and liable to lead to dehydration in babies. She feels that Marmite should not be promoted as a food suitable for infants taking their first solids, particularly as baby food manufacturers are controlling the amounts of salt in their products following recommendations in the recent Government report, "Present day practice in infant feeding". The product should perhaps carry a warning pointing out the possible risk to babies, Miss Toynbee suggests.

One of the authors of the Government report is quoted as saying she would complain to the Department of Health about the sale of Marmite in baby clinics. A paediatrician is said to have estimated the upper safety limit for salt intake for infants as 819-1,170mg daily. A 7.5g spoonful of Marmite contained 863mg of salt, so a teaspoon would be "all that a baby should be allowed to consume — if he eats nothing else".

Bovril Ltd say the *Observer* article gave a distorted view by suggesting that problems of excess salt intake were caused by Marmite rather than milk intake. An 8oz milk feed contained about 320mg salt whereas Marmite, spread thinly on a bread finger as recommended, would provide about 12mg salt. The bread itself provided more than six times the amount of salt from the Marmite.



Company aids 'return bottles' campaign

A campaign designed to encourage the return of medicine bottles to chemists has been launched by Sterling Health Products. The campaign follows research by Sterling Health which has indicated that as many as 50 per cent of retail pharmacists have been affected by a shortage of glass bottles and containers.

Sterling Health say they discovered that three out of four of the pharmacists affected have been obliged to take measures of their own to persuade customers to return bottles — with varying degrees of success. To help them the company has produced the window poster and counter display card illustrated, and both are available free from representatives or direct.

Research opinion among chemists has been that the campaign would have an additional advantage by possibly encouraging customers to empty their medicine cabinets of unwanted medications.

Fruit producers complain about Sertin advertisement

Reckitt & Colman pharmaceutical division's advertising campaign for Sertin vitamin C tablets has been criticised by representatives of fruit marketing organisations.

They have complained to the Code of Advertising Practice Committee about the use of the phrase "an apple a day may not be enough for them and often too much for their pocket," which appeared in a Press advertisement in the London test area in January. The organisations also complained about the statement that the 250mg ascorbic acid in a Sertin tablet equals that in 6-7 large oranges.

A spokesman told *C&D* that the company have replied to the CAP Committee about the criticisms, saying that the advertisement was not intended to support the concept of apples as a satisfactory source of vitamin C nor to suggest that Sertin was a substitute for fruit and vegetables purchased as part of an everyday diet. The claim that one tablet had the vitamin C content of 6-7 large oranges was based on an approved advertising claim by an orange marketing organisation which gave evidence that their product averaged 38mg ascorbic acid per orange. The television commercials are continuing.

Scottish award disappoints NI chemists

Northern Ireland chemist contractors will be "very disappointed" about the Scottish contractors' arbitration award, Mr T. I. O'Rourke, chairman of the NI Pharmaceutical Contractors Committee, told C&D this week. It is usual for chemists' remuneration in the Province to follow Scotland's lead rather than England and Wales, and despite the set-back, Mr O'Rourke believes that there are still advantages in doing so because of benefits to the smaller pharmacy. "We can only hope for an improvement from April 1, 1975, and there will certainly be an increase as a result of the current costs inquiry."

The Scottish arbitrators' decision was as follows:—

Notional sum allowed for the service of a working proprietor: "In our judgment the staff side has not established its claim for parity between the average notional salary of the working proprietor and that of a principal hospital pharmacist. We have concluded that the proposal which the management side put forward in its "alternative approach" provides an appropriate basis for determining the notional salary, and we accordingly award a total notional salary of £3,668 for the year from April 1, 1974, to March 31, 1975, plus appropriate threshold payments, which we understand to be currently at a rate of £229 per annum." (The staff side had claimed £7,096.)

Salary surveys

"We note that salaries of managers obtained in the course of the quinquennial surveys of chemists' remuneration have in fact been used in the past to derive the notional salary. The staff side appear to be opposed to this indirect approach, though we did not hear any convincing argument in principle against it. But it may be that in equity a more direct establishment of equivalence by means of salary surveys would be appropriate. This could no doubt be conducted at the same time as, or as an explicit part of, the studies of chemists' remuneration. This is a matter for the parties to determine. We do of course acknowledge that salary surveys and survey data do not constitute an exact science. Equally, we heard no evidence which suggested to us that the management side had sought to abuse the indirect method which has been employed. We are happy to note that the method of apportioning the notional salary on the basis of activity sampling is not in dispute."

Level of return on capital: "We have concluded that the practice of updating capital employed provides a satisfactory

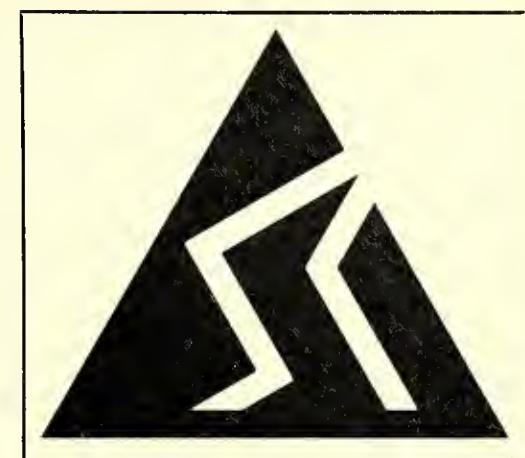
'built-in' protection for the working capital of the chemists covered by our terms of reference.

"We do not think that the level of return on capital employed can be divided into the two elements proposed by the staff side (business risk, and interest on capital employed), and we have accordingly adopted a composite rate of interest, amounting for the year to March 31, 1975, to 12½ per cent." (The staff side had claimed 27 per cent, including 5 per cent "risk" element.)

"We are asked to recommend, if appropriate, review procedures for subsequent years, until the next full-scale remuneration review. We note that 'capital employed' will be completely revalued in the course of the current survey. This will presumably give a new benchmark, and we see no reason why the recent practice of annual updating of working capital by reference to agreed indices should not continue to be applied throughout the quinquennium. The composite rate of interest of 12½ per cent which we have determined does, strictly speaking, relate only to the year ending March 31, 1975. In our judgment it could also serve as the appropriate rate for the coming quinquennium as well, and we recommend accordingly."

Extra 'safety mark' for BSI

The British Standards Institution is to adopt a distinctive safety certification mark in addition to the Kitemark. This has resulted from article 10 of the EEC Low Voltage Directive, in which Community members are required to conform to the safety requirements of the Directive in the field of electrical equipment by providing safety marks or certification or declarations of conformity. BSI, with other certification bodies (eg the Association of Short-Circuit Testing



Authorities (ASTA), the British Approvals Service for Electric Cables (BASEC) and the British Electrotechnical Approvals Board for Household Equipment (BEAB) has been nominated by the UK Government for certain categories of products.

The mark, (above) based on a triangle incorporating the letters BSI in a stylized form, will be a mark of conformity with a British Standard dealing only with safety, or with those parts which relate to safety characteristics in British Standards of wider application. The stringent Kitemark testing and surveillance methods will be used in the certification of product safety. The mark will be used to certify only electrical products at present, but there may be wider applications.

Vasotran recall

Bristol Laboratories, division of Bristol Myers Co Ltd, Stonefield Way, Ruislip, Middlesex, have received an isolated complaint relating to the physical characteristics of Vasotran, batch no N3K041. The company ask pharmacists to return any of the batch they have in stock, indicating the name and address of the wholesaler from whom the stock was purchased.

Polaroid's new cameras and film

Four new square format cameras will be introduced this month by Polaroid (UK) Ltd. Called Polaroid Colour Swinger Land Cameras, each loads quickly and simply, using type 80-series eight-exposure pack films—finished picture size $3\frac{1}{4} \times 3\frac{3}{8}$ ins. Two models, Colour Swinger (£14.50) and Colour Swinger II (£17.50), use type 88 film for finished colour prints in 60 seconds. Super Colour Swinger (£19.50) and Super Colour Swinger II (£22.50),

One of the new cameras: the Super Colour Swinger II



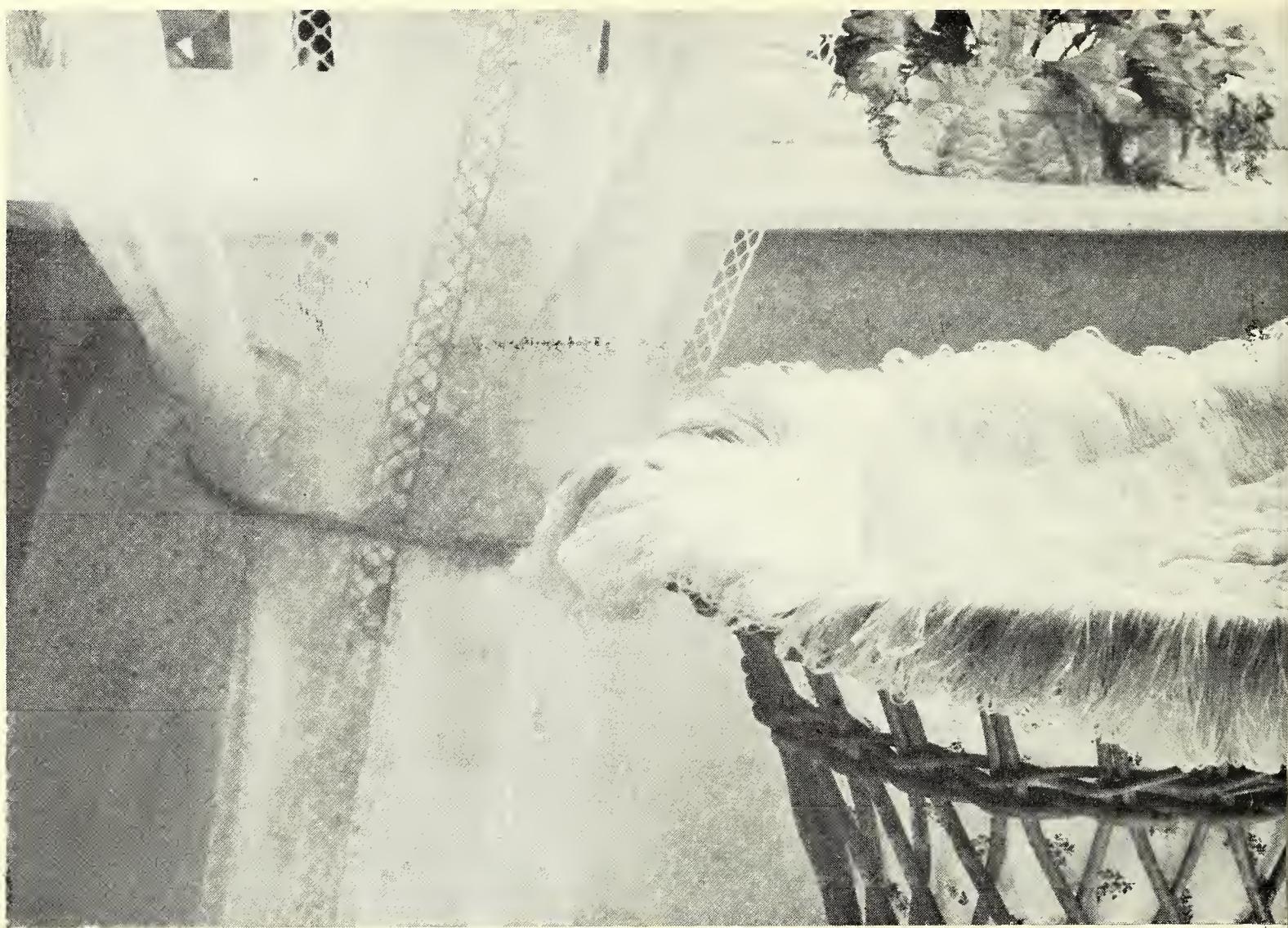
accept both type 88 colour and type 87 black-and-white film.

All four new Colour Swinger cameras have three-element 114mm f/9 lens, built-in flashgun accepting flashcubes, and automatic exposure control. Both model II versions incorporate a mechanical development timer.

The "Super" versions incorporate tripod mounts—a standard-thread brass socket embedded in a plastic block beneath the camera body. The positioning of the block permits either camera to be rested squarely on a flat surface for table-top picture-taking.

A new instant-developing colour print material, claimed to be of exceptional brilliance and permanence, will be introduced by Polaroid on a test basis this Spring. Called Polacolor 2, the new film material will be available in both type 108 ($3\frac{1}{4} \times 4\frac{1}{4}$ in) and type 88 ($3\frac{1}{4} \times 3\frac{3}{8}$ in) eight-exposure Land film formats.

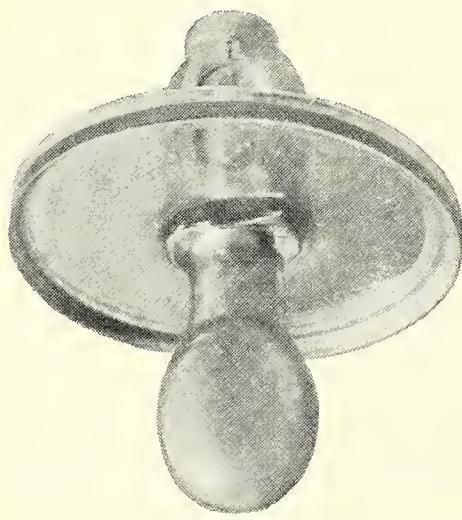
Polacolor 2 type 88 film (£2.08) may be used in current Colorpack cameras and in the four new Colour Swinger cameras. Polacolor 2 type 108 film (£3.13 per eight-exposure pack) may be used in all Polaroid cameras marketed since 1963, which accept the larger format.



When Lewis Woolf make a new soother

You only have to look at the unique world-patented design of these soothers to know they're something entirely different. We call it nursery safe. They are

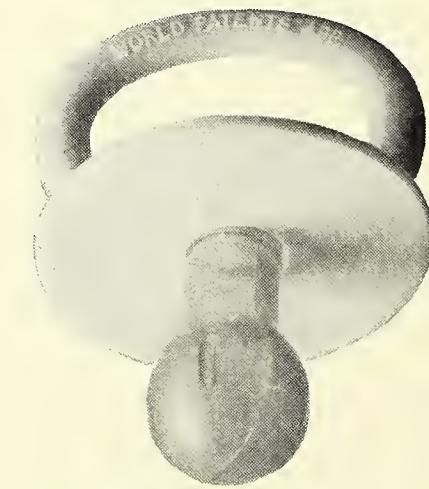
boilable for hygiene and ultra-strong for safety. The result of three years specialist research by Lewis Woolf Griptight scientists and technicians,



Griptight HUSHMASTER. The revolutionary all rubber one piece soother. Simply styled for comfort and safety, the Hushmaster is made from carefully cured natural rubber. So it's very soft. Yet it's strong too. The Hushmaster is completely safe. And, because it can be boiled, very hygienic. The new Hushmaster design has a better mouthpiece, extra large shield and new handpiece.



Griptight ORTHODONTIC. Scientifically designed to conform to the mouth and help healthy palate development, the Orthodontic encourages babies to breath properly and helps prevent colic. And with all these extra features, there's the well-known Griptight strength and reliability. Hygienic—it can be boiled, and still withstand a pull of 14lbs (6.35 kilograms).



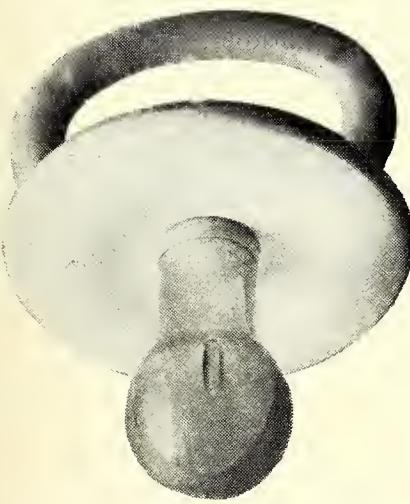
Griptight FLEXI-RING with the new miracle hinge. The unique "Miracle hinge" is super-strong yet flexible so the soother can withstand at least 50,000 flexes. The pure latex teat, which is virtually inseparable from the special plug, will easily withstand a 22 pound (10 kilogram) pull, even after repeated boilings.

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they set new standards which more than meet all known international regulations aimed at setting new health and safety standards.



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It's got all the features of the Flexi-Ring—strength, comfort and fine styling. With a rattle chamber that's ultrasonically welded for super safety.
And new Griptight soothers are bigger profit spinners than before.



Griptight Soothers The safest profit you've ever made

Just look at this. Flexi-Ring Safety Soothers: Retailers profit margin excluding VAT 40%. (That's £4.26 per hundred at the recommended retail price.) So you're on safe ground when you order Griptight soothers, especially since we've increased capacity, at our new factory.

Order now from your usual Wholesaler.

People



Mr Bernard Silverman MPS, who becomes pharmacy superintendent of Boots the Chemists Ltd on April 1 in succession to Mr J. M. T. Ross. Mr Ross is redesignated London area and pharmacy services director (see last week, p 193).

News in brief

- Chemists in England dispensed some 21,065,328 prescriptions (13,209,944 forms) during September, 1974, at a total cost of £21,834,710 (£1.036 per prescription).
- The index of retail prices for all items for January was 119.9 (January 1974 = 100) representing an increase of 2.6 per cent on December 1974.
- *The Times* has withdrawn an advertisement on behalf of Universal Development Corporation which asked for funds to support an "imminent cause and cure breakthrough" in migraine research, following complaints from the Migraine Trust. *The Times* reports that the "cure" was connected with enzymes, photosynthesis and drinking plenty of liquid.
- Malathion lotion should be the treatment of choice for head lice and nits in areas where resistance to DDT and gammexane has appeared, recommends a leading article in last week's *British Medical Journal*. However the *Journal* points out that resistance of lice to malathion may soon appear in Britain, but it has been shown that lice were also susceptible to carbamyl preparations which are currently undergoing trials.
- The Executive Board of the World Health Organisation has recommended further development of WHO's adverse drug reaction monitoring system, and the adoption of revised texts on good practices in the manufacture and quality control of drugs and a certification scheme on the quality of pharmaceutical products moving in international commerce. The Board also adopted a proposal for a tentative WHO classification of pesticides according to the hazard involved.

Topical reflections

BY XRAYSER

Employees

I read with interest the interview with four members of the Joint Boots Pharmacists' Association. There has always been difficulty in achieving any form of coherence among employee pharmacists, for a number of reasons. They are scattered and have limited opportunities of meeting as a body, though Mr Keith Mortimer recognises that much can be accomplished by encouraging the employed pharmacist to be active in the Pharmaceutical Society's branches. And it must be recognised that that may be the only arena in which he can take a very active part, for so many are unable to consider the wider field because of the nature of their employment.

Yet a great deal may be accomplished, as I have seen over the years, by a number of dedicated pharmacists who contribute very effectively to the activities of a branch and its committee. Their views were found to be very close to those of their fellow members on professional matters, and I have consistently favoured a voice for all retail employees, to quote one of the speakers, whoever their employer. What stands out above all else is that all have the same qualification, and I was impressed by the statement that it is with the professional, rather than the commercial, aspects of pharmacy that they are concerned. The matter of the qualification itself should influence to a greater extent the negotiations with Government departments, for the proportion of employee pharmacists continues to grow.

The common bond is the professional one, for no pharmacy can operate without the certificate of qualification. The speaker's attempts to widen the field to embrace all employee pharmacists is praiseworthy. And while not grudging the chairman, Mr S. A. Wheatley, his promotion to the isle of Jersey, it seems a pity that he, with all his experience and ideals, is likely to be less accessible at this particular time.

Referendum

Like many others I have been asked to signify my support for the policy of the National Pharmaceutical Union in regard to the use of the word "chemist", or, if I disagree, to state my reason for disagreeing. Frankly I fail to see the pertinence of the second question. In your comment, you suggest that NPU members, themselves part of the Society, may not have been active enough to ensure that the decision taken in regard to the question asked of the branches, was taken after proper consideration of the effect on retail pharmacy.

Yet it can hardly be assumed that all who were present at those branch meetings were wholly unconnected with the NPU, or totally ignorant of the object of the resolution which has had such strong support. In fact, I know of many who are members of the NPU who supported the Society's policy, and of others, ineligible for membership of that body, but nevertheless extremely concerned over the need to protect their restricted titles. As members of the Pharmaceutical Society, no matter where or how employed, they are entitled to a voice, and the branch is their forum.

Not helpful

I cannot see how a referendum on what is a matter of vital professional interest can be of the slightest value when the questions are asked of only a limited section of the membership of the Society, for that, mathematically, is what it amounts to. In effect, even if every member of the NPU voted in support of the policy, the voices of about 75 per cent of the Society's members would still not have been heard. On the whole, I cannot think that the NPU intervention has been at all helpful.



1. New Handi-Bibs:

- * Suitable for all babies between 6-18 months.
- * In two attractive colours, blue and pink.
- * In handy packs for travelling—14 to a pack.
- * Packed in attractive display outers.

2. Advertising Support:

- * Over £50,000 National equivalent launch expenditure.
- * Insert advertisements in Southern

TV region and throughout South East England.

* Over 550,000 opportunities to see advertisements during April and July.

3. Sampling:

* Over 100,000 sample bibs in Mother and Woman's Own.

4. Generous Introductory Bonus:

* Available through Vestric or your normal wholesaler.

When you're on to a good thing -stick with it!



Stick with the brand leader.

Research figures show that together Elastoplast Airstrip and Stretch Fabric now hold over 61% of the sticking plaster market. Nearly double the share of the next most popular brand!

Stick where the heaviest-ever TV campaign is.

This year's Elastoplast TV campaign will be the LARGEST EVER. 91% of all housewives will see our commercials on an average of over seventeen times each.

Elastoplast-first in First Aid.

New products and packs

Babycare

Disposable bibs

Bettapak Ltd have introduced Handi-bibs disposable bibs, made from layers of absorbent tissue with a protective waterproof interlining. The bibs, in two-tone pink or blue (14, £0.35), are packed in pink or blue counter display cases. Other POS material is available on request. A supply of handy-wipes is included in the pack, to be used as mats or for extra "mopping up" afterwards.

The launch will be supported by an advertising and promotional campaign, including sample inserts in mother and baby and women's magazines, starting mid-March (Bettapak Ltd, Rotherwas, Hereford).

Photographic

Sedic pocket camera

Mayfair Photographic have introduced a new 110 camera, the Sedic pocket 22 (£9). Measuring 5½x2½x1in, the camera weighs just over 7oz. The f9.5 all-glass three-element lens has a focal length of 26.5mm; fully coated and colour corrected, it is focused from 5ft to infinity. The viewfinder is of optical glass.

The shutter release is said to have a light action to prevent camera shake. The shutter itself is two speed; being set at 1/100th sec for normal use, it changes to 1/40th sec when an "X" type flash cube is inserted into the socket on the top of the camera. The thumb-operated film advance is coupled to the shutter and cube operation to prevent double and missed exposures and to wind in the cube for a fresh flash. Other features include hinge-open back, lug for a wrist strap and a standard tripod socket (Mayfair Photographic Supplies (London) Ltd, Hempstalls Lane, Newcastle, Staffs ST5 0SW).

120 size Pan F film

Ilford Ltd have announced that the black-and-white Pan F film will be available in 120 rollfilm (£0.38½) in the UK from the beginning of March. The Pan F emulsion has been used for many years in the 35mm format, and its characteristics are said to be: fine grain, sharpness, good contrast and wide exposure latitude. Ratings are given as 50ASA with ID11 developer and 80ASA with Microphen. Pan F is packaged with an orange stripe on the white pack to distinguish it from FP4 (blue stripe) and HP4 (green) films (Ilford Ltd, Ilford, Essex).

Cosmetics and toiletries

Five added to Supplegen range

Germaine Monteil have added five products to their Supplegen range, a range



in which each preparation contains soluble collagen. The products are: Supplegen moisture lotion (£5.95), a light, day-care, moisturising lotion to be worn alone or under make-up; Supplegen all day moisture (£4.95), a "dewey" cream made for those who prefer a cream moisturiser; Supplegen body lotion (£7.50), for use after one's bath to keep skin "smooth and supple," presented in a lightweight plastic bottle; Supplegen eye cream (£5.25), a light-textured cream that may be worn under make-up or at night; Supplegen neck cream (£5.95) helps to "prevent and conceal lines" and should be used at night (Germaine Monteil (UK) Ltd, 33 Old Bond Street, London W1X 4PH).

Herb shampoos

M & R Norton Ltd, have introduced a new Country Garden shampoo range based upon herb concentrates: sage for dry hair, rosemary for greasy hair, and camomile for normal hair. The shampoo (£0.49) comes in a newly-designed bottle with an attractive label.

The company are showing a full range of their products at the Frankfurt International Fair, February 23-27 (M & R Norton Ltd, Adriant Works, 155 Merton Road, London SW18 5EG).

Wild herb range extended

More products have recently been added to the Tiki wild herb range. They are, birch and bay rum hair lotion (£0.60), an antiseptic hair dressing for men packed in a 120-cc flask; elder and lemon water (£0.65), a toning lotion for the face; wild herb witch hazel milk (£0.40)—said to be ideal for dry skins, it nourishes the skin while removing excess dirt and grime; and almond complexion wash (£0.60), a night lotion to "soften and rejuvenate the skin".

For bathtime there is Norwegian kelp soap (£0.30) suitable for oily skins; and seaweed bath extract (£1.75)—prepared from seaweed gathered from the Yorkshire coast this comes in a 375ml flask, enough for 10 baths, and has a fragrance "reminiscent of being on the coast".

Wild herb honey water (£0.75) is described as a soothing eau de toilette recommended for dry skins for after clean-



sing or as an aftershave for men with sensitive skins. There are also a cucumber deep cleansing milk (£0.40) suitable for all skin types; a raspberry skin toner (£0.85); and comfrey oil (£0.60), a "smooth softening skin oil for skin blemishes" (Carter Bros, Glen Laboratories, Dockfield Road, Shipley, Yorks).

Eye polishers from Estee Lauder
Fresh Air eye polishers (£2.00) are soft, sheer, shiny creamy shadows that come in small tubes from Estee Lauder. Claimed to be easy to apply and blend they are non-smudge, water-resistant and "moisture rich". There are nine shades in the range—polished blue, soft azure, lilac polish, country green, tealglow, sundown blue, oasis green, amberstone and polished ivory for highlighting or mixing with the other colours (Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1).

Arrid Plus goes national

Following a successful test launch in the London, Southern and Anglia television regions (C&D, September 21 p 389), Arrid Plus has been launched nationally.

The national television campaign features a commercial which makes the claim that the product is "Up to 50 per cent more effective than any other leading aerosol anti-perspirant" and will last throughout the summer (Carter-Wallace Ltd, Wear Bay Road, Folkestone, Kent).

Household

Two more from Fly-tox

Ciba-Geigy have introduced Fly-Tox Superblock (£1.95) to their range of fly-killers. The product features a "controlled" release, a reclosable cap, and is said to last four months and to be more effective in hot weather.

Creepy Crawly spray (£0.39) is said to be effective against spiders, earwigs, beetles, cockroaches, silverfish and ants. It may be used two ways: sprayed directly onto the insect, or applied to skirting boards where it is said to be effective for up to four weeks. It comes in an aerosol can and contains Diazinon.

To support the products the makers are offering 25p and 5p money-off vouchers in a Press campaign this summer (Ciba-Geigy (UK) Ltd, Simonsway, Manchester M22 5LB).

Trade News

Diovol suspension and Sovol recalled

Carter-Wallace Ltd, Folkestone, Kent CT19 6PG, say that all stocks of Diovol suspension and Sovol liquid, lot numbers 4FK88, 4HK75 and 4IK73, are suspected to have deteriorated and some containers may have become pressurised. Pharmacists are asked to separate all the above from other stocks, loosen all bottle caps, and inform Mr D. R. Fry, Carter-Wallace Ltd, who will advise further action and details of full compensation.

Locoid available nationally

The range of Locoid preparations from Brocades (Great Britain) Ltd, Pyrford Road, West Byfleet, Surrey KT14 6RA, which was initially available to hospitals only, may now be prescribed by the medical profession in general. New introductions are a 100g cream and ointment (£2.85 trade) and 20ml lotion (£1.10).

Relaunch for O-de-dent

O-de-dent, the "one minute" cleanser for plastic dentures, is being relaunched in new packaging by Optrex Ltd, Perivale, Middlesex, who acquired O-de-dent Co in 1973. A national Press campaign starts on May 18 and point-of-sale units will be available. Retail price per bottle is £0.20.

Choloxon name changed

Travenol Laboratories Ltd, Caxton Way, Thetford, Norfolk IP24 3SE, have changed the name of Choloxon to Choloxin. The tablets contain sodium d-thyroxine 2mg, for the sole or adjunctive treatment of hypercholesterolaemia, and are now available as 30 (£3.35) and 100 (£5.50).

French film for Elnett

France is the setting of the latest television commercial for Elnett satin hairspray. The commercial shows an elegant girl pictured in a French overnight sleeper train who arrives at her destination the next day, her hair immaculately styled, and has the message: "Elnett, the world's most unnoticeable hairspray." L'Oreal, Golden Ltd, 18 Bruton Street, London W1, will be featuring the commercial in three national advertising campaigns this year, the first one breaking February 16 and lasting until March 7.

Mother's Day price

Juvena (Great Britain) Ltd, 19 Grosvenor Street, London W1X 9FD, are offering the 53-cc spray of Risque eau de parfumee at a special Mother's Day price of £1.55 instead of the usual £2.10.

Mouthwash tag

Richard Hudnut Ltd, Chestnut Avenue, Eastleigh, Hants SO5 3ZQ, have intro-

duced a neck tag for all sizes of Listerine. The neck tag boldly labels Listerine as "The antiseptic mouthwash" and reproduces in colour, one of the "mouth" advertising posters which have been appearing on London's Underground.

Fragrance displays

New display units for Cachet and Wind Song fragrances have been produced by Prince Matchabelli, Victoria Road, London NW10. The units hold three 1oz Colognes (£1.18), six 1oz perfume mists (£1.23), four 1.9oz perfume mists (£1.91) and three measured perfume sprays (£2.95) in the Cachet fragrance, and three 1oz Colognes (£1.18), six 1.3oz perfume mists (£1.47), three shaker talcs (£0.98) and three measured perfume sprays (£2.95) in the Wind Song fragrance. Perfume mist testers come with the displays.

Rankolor's 'profit kit'

Four full-colour window posters designed to produce extra processing business with the opportunity for retailers to win a Greek Islands cruise are included in the "profit kit" available to retailers whose colour film processors are Rankolor Laboratories Ltd, PO Box 70, Great West Road, Brentford, Middlesex.

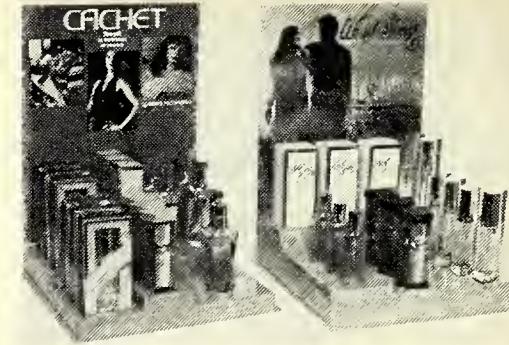
The four posters cover the ever-popular themes of holidays, babies, brides and pets, each one with a caption "selling" the idea of colour prints and enlargements. A window display of the posters gives the retailer free entry to a competition with 10 prizes of autumn cruising through the Greek Islands and visiting Istanbul.

Anadin advertising

International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET are featuring Anadin in a national Press and television campaign. Newspapers include the *Daily Express*, *Daily Mirror*, *Sunday Mirror*, *The Sun*, *News of the World*, *Sunday People*, *Sunday Express*, *Sunday Post*, *Irish News*, *Belfast Sunday News*, *Belfast Telegraph*, *Daily Telegraph*, and some provincial papers. And advertisements will appear in general interest magazines and leading women's magazines. Two new commercials have been produced for the national television campaign.

'I-spy' with J-Cloth

Johnson & Johnson Ltd, Slough, Bucks SL1 4EA, have launched a J-Cloth consumer competition in which entrants have to list the number of items beginning with



J in the kitchen illustrated on the entry forms. The competition, which has the last date of entry as May 18, has as its first prize a fitted Hygena kitchen worth £500 with £250 worth of electrical equipment. To enter the competitor must send one panel from a J-cloth value pack, or two panels from the six or 12 packs with the entry form.

Make-up book launch

Let's Make Up is a book written by Doreen Miller, founder of the Universal Beauty Club, published by Plant News Ltd this month price £2.80 (club members — £2.40). In the 128 pages, the author attempts to bring "beauty treatment down to earth" by starting from the premise that most beauty care has to be fitted in to many other daily activities and so "examines how best a woman can maintain a high level of beauty grooming in the time she has available". The book is casebound with dust cover, and contains 60 colour pages.

Gerhardt returning to London

Following the destruction by fire of their factory at Huntingdon (*C&D*, December 14, 1974, p 811), Gerhardt Pharmaceuticals Ltd are moving to offices in the Greater London area shortly. As previously announced (January 11, p 40) Gerhardt have licenced all their proprietary products to E. C. DeWitt & Co whilst retaining the chemical agency of Siegfried Ltd, Switzerland and S. B. Penick & Co, New York.

Baby powder campaign

The "biggest ever" advertising campaign for Johnson's baby powder will be screened nationally over the six months beginning February 17. Johnson & Johnson Ltd, Slough, Bucks SL1 4EA, are showing a new 30-second commercial during the evenings to support adult usage of the product. It will maintain last year's "people powder" theme. In the afternoons, the first special-to-baby commercial for powder for 5 years will be shown under the theme "little people powder."

Motor racing photo competition

Kodak Ltd, Kodak House, Station Road, Hemel Hempstead, Herts, are to organise a competition for photographs of any car racing events in the Motor Circuit Developments 1975 fixture programme, March 1-October 31, at their four circuits: Brands Hatch, Mallory Park, Oulton Park and Snetterton. The competition is open to amateurs only.

SUPERBLOCK AND CREEPY CRAWLY SPRAY JOIN THE WINNING TEAM!



Fly-tox proved to be a real sales winner in 1974. And with the wide range of technically superior Fly-tox products, it's no wonder.

There's the low-cost Vapour Grille designed especially for kitchens and smaller rooms. Fly-tox Spray the only spray that lasts all day. Repel Tissues for outdoor use.

And new for 1975, two more winners!

Superblock

The Fly-tox Superblock features controlled release, a reclosable cap to ensure a full 4 months' protection from flies and wasps, and a unique temperature control capability so it works hardest in hot, dry weather when flies are at their worst.

Creepy Crawly Spray
At last! A product to eliminate house spiders, earwigs, beetles, cockroaches, silverfish, ants and other creepy crawlies! The public has been waiting for years for an answer to these problems! And now Fly-tox has solved them!

To support the winning Fly-tox team, we've planned a heavyweight consumer press campaign for 1975, featuring 25p and 5p money-off vouchers. Starting with full colour pages in the Daily Express and Daily Record and followed by big, dominating spaces in the Daily Express, Daily Mirror, Daily Mail, Daily Telegraph, Scottish Daily Express and Daily Record, our campaign will coincide with the warmer weather when fly killers are in greatest demand.

So be sure you get plenty of stock in plenty of time!

A quality product from

Fly-tox®  **CIBA-GEIGY**

Fly-tox is a registered trade mark.

When you're looking for a quality container make sure it's Beatson

Beatson, Clark & Co. Ltd., Rotherham, South Yorkshire S60 2AA.
Tel: 0709 79141. Telex: 54329.

 **Beatson Clark**



Trade news

Continued from p 242

Fabergé window competition

A first prize of £500 is offered by Fabergé Inc, Ridgeway, Iver, Bucks, in their latest promotion to the trade—a window display competition. Chemists will be supplied with a window kit consisting of cardboard risers and headboards with which, using the Fabergé West range of products, they are to build an attractive window display. A colour photograph of the display should then be sent to Fabergé for judging. Every entrant will receive a Fabergé West mini-can radio.

Judging will be based in three areas, and the prizes are £500 for first place, £250 for second and £100 for third place. The three first-prize winners will be the guests of Fabergé at the International trade show held in London in June where they will be presented with their cheques. The competition runs for six weeks from March 3 and entries in by April 12.

Christmas spending survey

Whilst the volume of consumer purchases of packaged groceries were lower last Christmas than in the previous year, purchases of Christmas gifts were not affected, according to a survey by Audits of Great Britain last December. The survey covers the amount spent on Christmas gifts, expenditure on specific items, relationship between giver and receiver, and age profiles. The basis of the survey was a representative sample of individuals between 13 and 64 and 56 types of gift are included in the report, covering 14 product fields. The report costs £250, and is obtainable from AGB Research Ltd, 40 Broadway, London, SW1H 0BY.

Polaroid's national sunglass competition

A major series of national competitions for both consumers and retailers is to be launched in April by Polaroid (UK) Ltd, Ashley Road, St Albans, Herts. The competitions are to be run monthly until August.

The first prizes in each of the five monthly competitions is a two-week holiday for two in Jamaica.

The stockists from whom the five first prizewinners purchase their sunglasses will each receive a crate of champagne.

The company is simultaneously arranging a nationwide window display competi-

This new range of colour showcards and illustrated catalogue are now available from Ronson Products Ltd, Randalls Road, Leatherhead, Surrey, to help promote their range of electricals.



Forest Hill, London pharmacist Mr. L. M. Paget won first prize in a lucky draw competition run jointly by UniChem and Sterling Health Products. He is pictured here receiving his prize, a 12in portable television, from the society's general sales manager, Mr. J. Speller.

tion which would last the period of the consumer contests. The winner will receive a two-week holiday for two, in Jamaica, and there are to be four regional second prizes of an SX-70 camera, and third prizes of Colorpack 100 cameras. Full details of both competitions are to be issued to stockists in the UK and Eire in March, together with "eye-catching" display materials and entry forms. The company will support the competition with large-space colour advertisements in national newspapers and magazines.

Chemists should send a colour photograph of their window display to reach Polaroid by August 31, the closing date for the trade contest and the final monthly consumer competition.

For manufacturers

A range of concentrated, spray-dried, natural products using plant and herb extracts have been introduced by Dragoco (Great Britain) Ltd, Lady Jane, Hadleigh, Suffolk. The range is based on the Dragoco Extrapone liquid vegetable range and covers five products: lemon, camomile, carrot, witch hazel and lime tree blossom.

All neo-Extrapones have been tested for stability and storage qualities. Leaflets giving information on the physical, chemical and thin-layer chromatography properties of the products are available from the makers.

Steroid map from Koch-Light

A steroid map, showing synthetic pathways of important steroids, is available from Koch-Light Laboratories Ltd, Colnbrook, Bucks (£1 plus £0.25 postage and packing, £0.40 overseas). Details of the pharmacological activities of the steroids are given and 130 steroids are included.

Anti-DNA kit

A new assay kit for investigating systemic lupus erythematosus and connective tissue diseases is available from The Radiochemical Centre, Amersham, Bucks. The anti-DNA kit (£24) is a standardised assay kit which uses gamma labelled DNA for measuring DNA binding activity in serum. Elevated levels of anti-DNA antibodies are found in patients with systemic lupus erythematosus.

Another addition to the range of diagnostic pharmaceuticals is Indium (¹¹¹In) bleomycin injection for experimental tumour localisation. At the reference date on the label each vial contains 5.5mCi ¹¹¹In

in 5ml sterile isotonic saline solution. Each ml contains less than 0.2mcg indium (as indium-111/bleomycin complex) together with 0.66mg bleomycin (1 vial, £35, then £30). Contracts will be arranged on a six monthly basis or longer.

Falcon consumer competition

A consumer competition offering £13,000 worth of prizes has been launched by Beecham Proprietaries, Beecham House, Brentford, Middlesex, on Falcon hairsprays. The competition entry is in the form of a collarette surrounding the caps of standard and large sizes of both Falcon variants and prizes include 20 Philips music centres, 70 Philips radio cassette recorders and 1,000 £5 record vouchers.

Continued on p 246

ANNOUNCEMENT

MEDICINES STOCK RECALL

Diovol Suspension
—all stocks.

Sovol Liquid
—lot Nos. 4FK88
4HK75 4IK73

All stocks of Diovol Suspension and the Sovol Liquid lots described above are suspected to have deteriorated and some of the individual containers in the above may have become pressurised.

Pharmacists are requested to:

- Identify and separate from other stocks all bottles of Diovol Suspension and the above lots of Sovol.
- Loosen all the bottle caps.
- Write to Carter-Wallace Ltd., Folkestone, Kent, CT19 6PG, attention of Mr D. R. Fry with full details and quantities of stock held. He will advise further action and details of full compensation.

Please note direct customers of Carter-Wallace Ltd have already been notified.

Trade News

Continued from p 245

Unichem March offers

March offers featured by Unichem Ltd, Crown House, Morden, Surrey, are: Aquafresh; Band-aid clear and waterproof plasters; Brut 33 anti-perspirant, deodorant and Splash-on; Elastoplast; Elnett; Johnson & Johnson baby lotion; Libresse; Radox liquid and salts; Right Guard anti-perspirant; Signal; Scholl's foot products; Silvikrin shampoo; Vaseline Balanced Care shampoo; Wilkinson Sword blades; Jordan toothbrushes; and Kleenex Boutique tissues.

Junior Paynacil to be discontinued

Bencard Great West Road, Brentford, Middlesex TW8 9BE, will discontinue their analgesic Junior Paynacil as soon as current stocks are exhausted or on February 28, whichever is the sooner. It is anticipated that it will take some time to curtail demand so credit on unused stock (whole packs) will be allowed only after June 1. Paynacil will remain available.

Agency discontinued

From February 28, Nicholas Laboratories Ltd will end their selling agency for the products of Personna International (UK) Ltd, Nicholson House, Maidenhead, Berks SL6 1LD, who resume direct responsibility for the sales and promotion of their product range.

7p coupon offer

From the end of February, Kimberly-Clark Ltd, Larkfield, Maidstone, Kent, are offering a 7p coupon on Kotex New Freedom 24's packs redeemable against next purchase.

Bonus offers

Optrex Ltd, Perivale, Middlesex. O-de-dent. Introductory offer of up to 15 invoiced as 12.

on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

Anadin: All areas

Bright & Beautiful tissues: All except E

British Cod Liver Oils: M, Lc, Y, NE

Close-Up: All areas

Complan: All areas

Damelia: Ln

Johnson's baby powder: All areas

Limits: All areas

Milk of Magnesia tablets: All areas

Oil of Ulay: All except Y, NE

Radox: All except U, E

Sukina: All areas

Tegrin: All except G, E, CI

Tweed perfume: All areas

Overseas News

Sex education films from Australian pharmacies

Australian pharmacies are preparing to market films on sex education and contraception according to *Australian Journal of Pharmacy*.

The filmstrips are due for completion in March. Aimed at the 11-13 age group, they are to be about 15 minutes long and come as an audio-visual cartridge for showing with a portable viewing unit. The film would be loaded and sealed into the unit by the pharmacist prior to renting the system out for home viewing. Literature would also be available in the pharmacy.

The filmstrips will use graphics and photography and are to be viewed by church groups and public authorities prior to marketing. They are to be marketed through the Pharmacy Guild of Australia. "The chemist seems to me to be the man to deal with these audio visual sequences," Mr R. Chambers, a child psychologist and author of the filmstrips, is quoted as saying.

Move to stop illicit heroin factories

Legislation to control the use of chemicals essential for manufacturing heroin is to be introduced in Hong Kong.

The new law, if enacted, will make it an offence to import or export, deal, manufacture, trans-ship or possess (except in direct transit) acetic anhydride, acetyl bromide and acetyl chloride without a licence or permit issued by Hong Kong's director of commerce and industry.

It is already an offence to import acetic anhydride into Hong Kong without a licence, although once imported it is not an offence to possess or deal in it.

A Hong Kong government spokesman said: "The three chemicals, which are essential as an acetylating agent in the manufacture of heroin, are not required for industrial use in Hong Kong and none of them is made locally by normal industrial process. Local illicit requirements are smuggled into Hong Kong from overseas or are diverted from trans-shipment cargoes stored in Hong Kong."

US doctors to dispense for VD patients

The American Medical Association has voted for a resolution encouraging doctors to reserve to themselves the right to dispense drugs for treatment of venereal disease, contradicting the Association's 1969 policy on the right of pharmacies to dispense such drugs.

According to a recent American Pharmaceutical Association *Newsletter*, the resolution's supporters said it upheld the

doctor's obligation to maintain the confidence of his patients, claiming that the confidentiality of the doctor-patient relationship would be jeopardised if the prescribed drug were "dispensed in the presence of a pharmacist". The resolution also provided "guidance" in other areas where doctors might wish to reserve dispensing to themselves to preserve confidentiality. A resolution to encourage doctors to dispense medicines in child-resistant containers was defeated, in spite of poison control experts who urged its adoption.

The 2.5 and 5mg strengths of chewable and sublingual isosorbide dinitrate tablets have been exempted from child resistant packaging requirements in the USA. Earlier sublingual forms of nitroglycerin had also been exempted from the requirements.

Climatone as male 'pill' foreign inquiries

Paines & Byrne Ltd have had several inquiries from abroad for Climatone, following a recent report that a similar combination of hormones had been used as an oral contraceptive in men.

Two Australian doctors recently reported in *Nature* that a combination of methyltestosterone 10mg and ethynodiol 20mcg twice daily stopped sperm production in five male volunteers. The action was reversible and there were no serious side effects.

Climatone contains methyltestosterone 2.5mg and ethynodiol 5mcg, and is used in the UK mainly for menopausal symptoms. The Australian trial was carried out following the discovery that men treated for osteoporosis with a similar hormone combination became infertile.

Mr F. P. Diggins, director, told *C&D* that the company had no immediate plans to start clinical trials for its use as a male contraceptive. But recent inquiries from Saudi Arabia and Thailand led him to believe that the product was being used for this purpose.

The Australian Health Department is to increase its drug evaluation staff from eight to 30 pharmacologists and biochemists, according to the *Australian Journal of Pharmacy*. Pharmaceutical manufacturers had been complaining of the length of time taken between submission of a new drug to the Drug Evaluation Committee and its clearance for marketing — most delays are said to be two to three years.

Further curbs by India?

The Indian Government is considering a proposal to ban the production of medicinal products like cough syrups, cough lozenges, ointments, headache tablets, etc, by foreign drug firms.

Other steps for the development of the Indian drug manufacturing sector being considered include apportioning certain formulations wholly to Indian firms, compulsory supply of bulk drugs to Indian formulators from foreign companies and relating a foreign firm's volume of formulations to the quantity of bulk drugs produced by it, in India.

NOT JUST ANOTHER PAINKILLER!

NON-ERGOTAMINE

Migraleve®

is SPECIFICALLY for the PREVENTION and TREATMENT of MIGRAINE so

**STOCK ! DISPLAY !!
and RECOMMEND it !!!**

NON-ERGOTAMINE

Migraleve®

is the first successful O.T.C. product you can recommend **SPECIFICALLY** for the Prevention & Treatment of MIGRAINE !

- * 25% of sales are chemist recommended – so you can profit from it when you STOCK, DISPLAY and RECOMMEND MIGRALEVE to your customers !
- * Just recall MIGRALEVE's advantages ! 1 in 10 of your customers are potential purchasers ! And because of the recurrent nature of migraine, MIGRALEVE buyers are likely to be REPEAT BUYERS !
- * MIGRALEVE is NOT just another painkiller but really works against MIGRAINE !
- * MIGRALEVE is the only specific for both TREATMENT and PREVENTION of MIGRAINE that's available without a prescription !
- * We're doing our promotional best by mailing the medical and allied professions and by strong advertising in medical and professional journals !
- * So NOW IT'S UP TO YOU to tell your customers about MIGRALEVE - not just another painkiller but specifically made available for sale directly to the public "FOR THE PREVENTION AND TREATMENT OF MIGRAINE".

STOCK - DISPLAY - RECOMMEND MIGRALEVE

RAPID SALES GROWTH CONTINUES!

Can your stocks meet the increased demand?
Order on the next bonus mailing.

International Laboratories Ltd., Sunbury-on-Thames, Middx TW16 7HN



Here is a wealth warning to all calculating chemists

All the chemists who took our advice and got themselves into calculators prior to Christmas and followed the example of the big multiple chemists chains – must be counting their blessings. The boom in calculators continues and the Chemists' Store has become the place where the business man and students buy their calculators.

Calculators are now being sold in thousands through the chemists – not to mention batteries – but be careful they are habit forming – once the head of the house or business has bought his first calculator it can spread through his firm or family and they will want more!

So here is a wealth warning to all Decimo stockists – you are going to get awfully rich!

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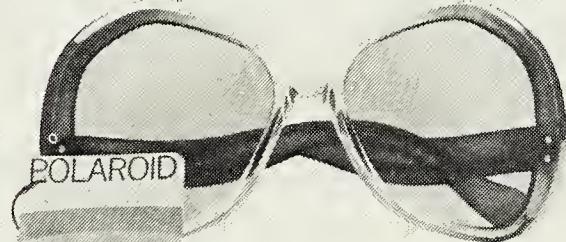
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New-look O-DE-DENT - from Optrex.

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Buying, display, management, in Vestric's new 'package'

A "unique" package of merchandising, display and stock management systems is to be offered to retail pharmacists by Vestric Ltd, at a cost not expected to exceed £1 a week.

Described as the Vestric Vantage programme it will build on the existing low-cost distribution scheme (Vestric Value Plus) and Vestric national and local promotions. Mr C. D. Bell, customer services manager, whose department will control the Vantage programme, said last week that the new scheme aims first to help the independent retailer create an image of retailing professionalism and second to make available management techniques enabling him to run his business profitably in today's and future market conditions.

The aims will be realised through the programme's four main elements:

- A monthly merchandising and display scheme on top-selling, nationally advertised OTC products.
- An automatic stock control system for both OTC and NHS products.
- A Vestric Value Plus ordering scheme.
- Management action reports enabling the retailer to monitor the performance of his business.

Field counsellors

The programme will be monitored in the field by a team of "retail counsellors" providing guidance and practical help on an individual shop basis.

Under the merchandising and display scheme Vestric will make available a wire merchandising unit, dispensing some six products each month, supported by window material relating to the month's promotions. The theme chosen for current promotional material was "value for the family" (already 100 chemists have been participating in a pilot study which began in north-west England and now includes some in London and Bristol). The retailer's agreement will be sought that at the end of each month he will accept another set of products and a fresh set of promotional material.

The second element of the Vantage programme, automatic stock control, is designed to tell the chemist when and how much to order. But, says Mr Bell, "The system requires a close degree of retailer co-operation and to take full advantage of the benefits of the scheme he would need to accept Vestric as his principal wholesaler, to facilitate the production on his behalf of meaningful control information." The "disciplines" involved are order timing, stock recording using the control sheets, identification of a stock location for every item in the range, and training for both management and staff.

"The retailer will obtain positive bene-

fits in terms of cost reductions, through the reduction in the number of orders given, which in turn will reduce the number of receipts to be checked against delivery notes and invoices. As his administration load is made lighter his personal time will be freed and there will be cost savings in the reduction of clerical assistance." Insurance premiums would come down as the average level of stock is reduced and should the pharmacist be borrowing money to finance his stock, he would be able to reduce his debt and interest payments.

Mr Bell claims effective stock control would help the chemist increase profits by ensuring that he had the right products, in the right quantities, at the right time — it would reduce out-of-stocks, optimise shelf allocation, maximise gross margins and reduce leakage.

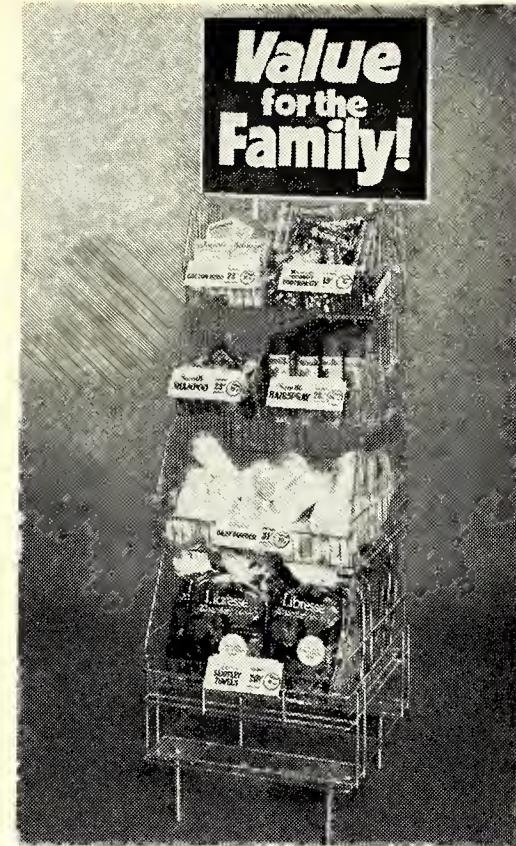
Vestric say that they sought a stock control system that would be easy-to-use, inexpensive — and make use of their advanced computer facility. They have come up with a purchases-based system which works from a shelf-edge label (see illustration) which identifies: name of product; pack size; Vestric's computer code; the point when the retailer needs to re-order; order quantity; and maximum stock. All the figures refer to sales performance of an individual shop. Order points and quantities will be updated quarterly and there are facilities for stock purchases from other sources to be included in the calculation.

"The label is easy to read and it identifies a shelf location for every product. If this is not done we have found that there is frequently confusion as to what stock is being held and where. The label is secured in position, but may be moved should this be necessary," Mr Bell explains. "Using a control sheet, the assistant takes information from the label and, when necessary, from this sheet transmits an order for stock replenishment to Vestric's local branch by telephone. We have found that one assistant can review 200 lines an hour each day."

Vestric say they have evaluated many of the more advanced electronic order

A stock control label, showing order point (OP), order quantity (OQ) and stock level (SS). NB. The label has been produced for illustration only and the figures are hypothetical

FARINGETS LOZ		
20	OQ	FAR3A
OP	6	SS
2		8



Scheme members will receive this wire unit; headboard etc change with promotion theme

transmission systems currently available but "see no fundamental reason why a retailer should pay a substantial capital sum for an order transmission device when this can be done so very simply by reading the order out over the telephone. However, when the retailer is prepared to spend such amounts we can easily interface our computer facility to accept his transmissions."

In the dispensary the system adapted by attaching the labels to cards which are filed alphabetically in a drawer. "The pharmacist or dispenser will review the stock continuously throughout each day, and when deciding further supplies are required refer to the stock-card for the quantities involved. The orders are then placed normally over the telephone."

Vestric Value Plus buying rates will automatically apply to lines on the stock control scheme when it makes economic sense for the shop to buy in those quantities.

Management reports

The Vestric Vantage programme will in the future incorporate the provision of a series of management reports covering the business, in total, or broken down in detail over different product groups. Reports will be made on sales values, unit product movement, and gross profitability. The reports will be supplemented by management ratios showing number of staff to sales and sales per square foot in both the shop and the dispensary. "The emphasis on all reports will be on identifying areas of action within each business, and exposing information which must be known if the retail pharmacist is to operate profitably," Mr Bell concludes.

The pilot scheme started in 25 Manchester pharmacies in September last year and was expanded in January to

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Vestrict 'package'

Continued from p 251

100 in the north-west and including some in London and Bristol. The results, say Vestrict, are "very encouraging". The effort has been put into "the shop" rather than advertising — "getting the consumer to consume through display material" — which the company believes is better in terms of cost-benefit.

Costs to the chemist who participates in the whole Vantage package are: — £5 annual subscription to cover entry and administration; £15 to join the merchandising scheme (but a wire display unit, valued at £20, and merchandising packages are included); a £10 "setting up" fee, plus charges for management information not expected to exceed £25 a year. There is no "maintenance" fee for the stock control system and Vestrict anticipate a total package cost of no more than £1 per week.

Announcing the programme last week, Mr J. C. Stewart, Vestrict managing director, said: "We are not offering an alternative to any scheme available at the present time. The Vantage programme is unique, in that it makes available to independent retailers opportunities to achieve greater sales impact and tighter control of their businesses through the application of up-to-date management systems — so vital in today's highly competitive situation."

1975 Drug Tariff now published

The 1975 edition of the Drug Tariff has now been published by the Department of Health. Revised entries notified in quarterly amendments during 1974 are included, and there is a new sub-clause (1) (b) in Clause 4 of Part II relating to the basic price for Part VD drugs and preparations available in more than one proprietary form — the price is to be determined by the Secretary of State after consultation with the Central NHS (Chemist Contractors) Committee. In Part VI, dressings and appliances have been combined into one self-indexing list, and there is an additional drawing in Part VII for the lightweight single unit set (specification 01B) for oxygen therapy equipment.

Among standard drugs and preparations deleted from Part VA are: — applications dicophane, selenium sulphide scalp; light liquid paraffin; propyl hydroxybenzoate; sulphathiazole; tablets; isoprenaline 10mg, amphetamine sulphate 5mg. Additions to Part VD of British National Formulary preparations available only as proprietary products include testosterone propionate injection (10mg/ml ampoules), isoprenaline 20mg tablets (may be coloured), vitamin B tablets 25mg, selenium sulphide scalp application, and amphotericin mixture. The Part IV list of proprietary preparations with a common pack has been revised to take into account recent manufacturer's deletions.

Enfield Branch Pharmaceutical Society

Pharmacy's need for change

"Nobody is going to change pharmacy for the better on our behalf", Mr M. Millward, member of Council, told his own branch of the Pharmaceutical Society on Monday. But, he claimed, if pharmacy did not change with the world it would finish up in small dispensing points adjacent to health centres plus, perhaps, High Street emporia. Neither would satisfy the needs of the public, who required access to the pharmacist beyond 5.30 pm and on Sundays.

The Lincolnshire Council candidates who have attacked the Society's inspectorate and Council's attitude to retail pharmacy, themselves came under fire from Mr Millward. The inspectors were not persecutors, but their job was to cut out "sloppy standards" — something the profession could not afford. Professionalism was an attitude of mind. If the public found no difference between medicines sales in pharmacies and grocers — and demanded stamps on medicines in Co-operative pharmacies, for example — it was an indictment of the rest of pharmacy. "Can we blame the public if we do not take ourselves seriously?" Council did take retail pharmacy seriously, but time and again it was let down by retail itself. Opportunities for "real pharmaceutical work" in the community were often lost because too many pharmacists wanted just to be shopkeepers. They also were the "moaners", but experience showed that pharmacists with more interest in their profession were usually also the best "shopkeepers".

Attitudes unchanged

Mr Millward suggested that many of today's retail problems stemmed from the bonanza of the "trader's contract" negotiated at the start of the NHS. Since that time, the medical and nursing professions had shown great change while pharmacy was unchanged except in shop layout and the drugs on the shelves — attitudes were still the same. There was "time and motion" on activities, a belief that "if you can measure it you can price it". Perhaps time taken was a measure of compounding skill, said Mr Millward, but it had no relevance to the needs of patient or prescriber today. The tragedy was that medicine and pharmacy needed each other but fear and ignorance prevented a coming together. "I doubt if the 'average' doctor has any idea what goes on in a pharmacy, and the 'average' pharmacist does not understand how a practice operates." When there was co-operation, problems were overcome — as illustrated by the Ipswich ban on amphetamines.

If the pharmacist was to be someone

the doctor turned to, he must be seen to continue his education to keep abreast of developments in drugs and therapeutics. At present, however, it did not matter to officialdom whether the pharmacist was a young graduate or an old man sitting in a chair watching a dispenser. That there should be no difference in their payment was ludicrous, and a system of education was needed under which those who learned greater skills received greater reward — as in the medical profession. The keys to the necessary continuing education, Mr Millward believed, were the regions.

Finally, Mr Millward was critical of self-evaluation by pharmacists. He cited a recent *British Medical Journal* paper on the composition of hospital pharmacy committees, two of the joint authors being hospital pharmacists. The paper put the pharmacist behind physicians, surgeons, anaesthetists and nurses in the list of people who "should" be members of such a committee! Pharmacy had to ensure that it was consulted on all matters that remotely impinged on the profession, said Mr Millward.

Kidney donor cards: attack on 'reluctant' chemists

Chemists were attacked this week for their reluctance to show kidney donor cards and display material.

Mrs Elizabeth Ward, JP, chairman of the Silver Lining Appeal of the National Kidney Research Fund, said on Monday she was "bitterly disappointed" that "very few" pharmacies were making the cards available. She thought that, although the cards were available through hospitals and general practitioners, chemists were the "best of all worlds" as ordinary healthy members of the public, as well as patients, shopped in chemists.

Mrs Ward was speaking at a week-long exhibition put on by the Fund at Waterloo station, London. The exhibition was organised to make the public aware of the "urgent need" for donors for transplantation. It included a fully-working kidney machine and kidney preservation machine. The Fund, Oakhanger, Bordon, Hants, had also produced a window sticker with the wording: "Transplant kidneys, don't burn or bury them," referring to the cremation or burying of the dead. Mrs Ward felt the exhibition had been "enormously successful".

□ Kidney donor cards and display material are available to pharmacies in England and Wales from Family Practitioner Committees, and in Scotland from Room 130A, Scottish Home and Health Department, St Andrew's House, Edinburgh EH1 3DE.

Holiday exchanges 1975

Lists of British and French pharmacists who wish to arrange holiday exchanges for their children are now being compiled in Britain and France. Members of the Pharmaceutical Society of Great Britain who wish to be included should obtain an application form from the Franco-British Pharmaceutical Commission, 36 York Place, Edinburgh EH1 3HU, immediately.

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SPOTLIGHT ON SLIMMING

The role of fat cells

by Dr Margaret Ashwell, Clinical Research Centre, Northwick Park Hospital, Harrow, Middlesex

Do fat children automatically grow into fat adults because they acquired too many fat cells in early life? Dr Ashwell suggests that childhood may not be the only critical period for fat cell development and describes how studying the activity of these cells could provide important information on the treatment of obesity.

Obesity has long been defined as an excessive accumulation of body fat but it has only been in recent years that scientists have looked more closely at the fat itself to see what clues it might hold to the causes and treatment of the most common nutritional disorder in the UK today. In this article, I shall start by reviewing the discoveries so far (the past) and then stand back and consider how valid the conclusions drawn from them have been (the present). Finally, I will look at some aspects of fat that have been overlooked and deserve more attention (the future).

The past

Interest in the structure of fat and its relationship to obesity began when methods were devised to measure the size of fat cells. The original method was the sizing of fat cells (or holes where fat had been) in histologically fixed and stained sections. Although objections have been raised about the possible effects of shrinkage and non-equatorial sections through fat cells, this method is still one of the best, particularly if one is interested in the *in situ* distribution of fat cell size.

Fat cell sizing from frozen sections is a modification of this technique which overcomes some of the objections but does not leave a permanent record from each sample. The other two major methods of fat cell sizing are the mechanical counting of osmium-fixed fat cells, which is expensive and could miss out very small cells, and the microscopic measurement of cell size in isolated cell suspensions, which is not suitable for the fragile, larger cells because they burst and produce misleading fat droplets.

Methods of estimating total body fat have been known for some time — the commonest being those employing density measurements, isotope measurements and anthropometric measurements (skinfold thicknesses, diameters, circumferences, etc). Cell size measurements and body fat measurements can thus be performed simultaneously to provide an estimate of total fat cell number: body fat divided by average fat cell weight.

When an individual's body fat could be described by two parameters, cell size and cell number, obesity had reached the stage where it could be classified into hypertrophic obesity (ie a normal number of large fat cells) and hypercellular obesity (a large number of normal sized

fat cells). And as obesity had always been recognised as a heterogeneous rather than a homogeneous disease, it was not long before many aspects of obesity were re-examined in the light of the new classification.

The most widely acclaimed discovery was the association between hypercellularity and the age of onset of obesity. In studies which were mainly retrospective, scientists on both sides of the Atlantic showed that infant or child-onset obesity was associated with hypercellularity and that adult-onset obesity was associated with hypertrophy of fat cells. The conclusion was drawn that the overfeeding of babies and children was dangerous because the increased number of fat cells which were laid down would always be there to accept fat throughout life.

The age of onset of obesity has more recently been examined with respect to the treatment of obesity. It has often been claimed, although good evidence is extremely difficult to find, that adults

who have been fat since childhood are more difficult to slim than those who are adult-onset obese. Psychologists have looked at the behavioural responses of obese patients undergoing treatment and all the abnormal responses, such as distortion of body image, have been associated with the child-onset obese. It would seem that the odds are stacked heavily against the successful treatment of those unfortunate enough to have been fat from an early age.

The present

In the previous section I have reviewed some conclusions which have been generally accepted from studying the fat of fat people. However, as usually happens in scientific research, a short period of rapid results is often followed by a longer period of questions arising from them such as:

How valid are measurements of fat cell size and the calculations of total fat cell number? As yet, there is no universally accepted reference standard for fat cell size and it is a case of each unto his own method. Also, there can be considerable variation of cell size between different subcutaneous sites in the same individual and between subcutaneous sites

How a fat cell develops. From left to right, these electron micrographs of rat pre-adipocyte cells show how the central nucleus (nuc) becomes displaced by the lipid accumulation (l) which finally occupies a large area of the cell. Also visible are mitochondria (m) and cytoplasmic vacuoles (vac)



and deeper sites. Calculations of total fat cell number in some individuals can differ by a factor of two depending on the sampled site. As some of the methods of measuring total body fat are also not without their technical difficulties, particularly for obese people, the calculation of total fat cell number and the subsequent classification of individuals into hypertrophic and hypercellular obese should be viewed with caution until an acceptable uniformity of methods can be achieved.

How valid is the "critical period theory" in the cause of obesity? Although the wide publicity given to the dangers of overfeeding babies has undoubtedly been a good thing, it is to be hoped that the corollary of this theory has not done harm to those adults who were thin as children and feel that they are protected against obesity for the rest of their life, as if they had been vaccinated against obesity. Since the original theory was proposed (ie that infancy and childhood are critical periods for overfeeding) evidence has accumulated to suggest that adolescence is another critical period and I do not think it impossible that other periods of general hormonal disturbance such as pregnancy and the menopause will be designated critical periods before too long.

Should the onset age of obesity make any difference to the treatment? Anyone who has treated obese patients will know that it is essential to find out as much as possible about the causes of obesity in each patient — it is not possible to treat all obese patients as a homogenous group and give them all the same drugs and diet sheet. However, there is a danger that if further studies substantiate existing ones and show that prognosis for the child-onset obese is poor, then doctors might develop a fatalistic approach to the treatment of the child-onset obesc

adult. Hopefully, this situation will not occur and renewed attention will be given to the prevention of obesity in all age groups.

The future

One problem which I have yet to mention is "When is a fat cell not a fat cell?" and the reason for leaving this problem to this section is that although very little attention has been given to it so far, I feel that it will be one of the burning issues of the next few years.

If new fat cells can be recruited during critical periods it is important to be able to recognise fat cell precursors and to identify the factors which lead to fat cell recruitment rather than fat cell enlargement.

Most studies concerned with fat cell development have used animal tissue and a group of cells tentatively called pre-adipocytes have been identified. The illustrations show some electron micrographs made at the Clinical Research Centre from young, post-weaning rat adipose tissue. The tissue is digested with the enzyme collagenase which breaks down the intercellular links and the mature fat cells are separated from the rest of the adipose tissue cells by simple flotation. These mature fat cells show the typical signet ring shape, ie a large central lipid droplet surrounded by a thin rim of cytoplasm with the nucleus bulging out like the stone of the ring.

The adipose tissue cells which do not float are a heterogenous population usually termed "stromal-vascular" cells. It is in this population that the cells designated as pre-adipocytes (because of their small lipid accumulations) are to be found. The electronmicrographs demonstrate stages of lipid accumulation.

Once we can demonstrate the existence of pre-adipocytes in a sample of adipose tissue we will then be able to correlate

the pre-adipocyte content of any fat sample with other known characteristics of that fat, eg do subjects who gain weight easily on overfeeding have a higher pre-adipocyte count than the so-called hard-gainers? Do some fat depots have a higher pre-adipocyte count than other depots in the same individual and are these the depots which accumulate fat most readily? What nutritional and hormonal factors are involved in the recruitment of pre-adipocytes?

Not only is it important to study fat cell precursors but it is also important to find out what happens to mature fat cells during weight reduction. It has been shown that fat cell number remains constant during weight reduction while mean fat cell size decreases. Enough has been said about the problems associated with fat cell number and it seems more relevant to answer such questions as: Do all fat cells in an individual lose fat at the same rate or are some more liable than others? Do fat cells ever revert to fat cell precursors or do they always keep a minimum amount of fat? If they do revert to fat cell precursors, are these "post-adipocytes" more or less likely than pre-adipocytes to be recruited when the nutritional or hormonal environment changes?

There are many more questions that could be asked and doubtless many will as the answers to the first batch of questions always produce more questions. There is no doubt that the study of fat has made a worthwhile contribution to the overall study of obesity and I feel that the contribution it makes in the future might be even more than its contribution in the past. However, let us learn from the past and be careful to interpret with caution the findings of the future.

I would like to thank Dr R. Dourmashkin for the electron microscopy.



SPOTLIGHT ON SLIMMING

Carbohydrates count more than calories

"Manufacturers can still make misleading and unhelpful claims about their slimming products . . . most of these products offer little help in achieving permanent weight loss . . . and it would be a good thing if the sugar shortage went on for ever and ever." These are some of the views that Professor John Yudkin, emeritus professor of nutrition, London University, expressed in an interview with C&D.

Controls on the advertising and labelling of slimming products should be completely redesigned, believes Professor Yudkin. Present legislation means there is nothing to stop a manufacturer saying suet pudding is a slimming aid providing he adds the words "as part of a calorie controlled diet"—and any food eaten "as part of a calorie controlled diet" would result in a weight loss.

"Some advertising still leaves people with the idea that the mere eating of the product will make you lose weight", he says, classification as a "slimming food" implying that the more you eat the slimmer you will get.

The low carbohydrate diet

Professor Yudkin is now director of the Servier nutrition and obesity advisory service, Servier House, Horsenden Lane South, Greenford, Middlesex, which was established to help doctors, pharmacists and other professional people, with problems put to them by patients. Several queries are received about the low carbohydrate diet. Many doctors cannot understand how patients can lose weight on a diet which restricts carbohydrates but allows them to eat as much fat and protein as they like. Surely they will then eat all day long and take in far too many calories?

Professor Yudkin disagrees: "Fat and protein are self limiting so that when the patient has settled down on the diet after a few days, the amount of fat and protein eaten stays largely the same as before the diet." Cutting down carbohydrates to 60-80g daily from, say, 250-300g daily saves about 800 calories and it is frequently an excess of sweet, starchy foods which was responsible for the weight gain in the first place. Also, cutting carbohydrates can automatically reduce the fat intake—less bread, less butter, and so on.

This is another reason why advertising controls should be changed, he says. They take little account of the low carbohydrate diet but dwell on the idea of calorie counting: "I would like to see regulations allowing a food to be promoted as a slimming aid solely because it contained significantly less carbohydrate than the food it was substituting. The whole point about the low carbohydrate diet is that there is no need to count calories." The confusion could be avoided by a statement such as "this product in itself is not slimming but may be used as part of a slimming diet."

Professor Yudkin continues: "There is nothing about a crispbread that makes it suitable for slimming, except starch-reduced ones which can then be used in a low carbohydrate diet. If you are going on a calorie controlled diet you may as well take the same calories as bread which is certainly cheaper."

And on substitute meals he says: "Why do you need special foods to reduce your meal from 600 calories to 400?" People ate because they were hungry or because they had a yen for particular foods. "When you're hungry the body is demanding a certain number of calories so you can eat either the same food as before, only less, or you can do it expensively by buying a meal with 400 or so calories already made up for you. If, on the other hand, you overeat because you can't resist certain foods then you have just got to learn to resist them."

A permanent treatment

Slimming preparations may be convenient but Professor Yudkin believes they do little towards training slimmers into better eating habits. "It is easy to lose weight quickly — what is more difficult is to lose weight permanently and if you have any other objectives you're wrong. The lay person is sadly much more concerned with the speed of weight loss rather than its permanence, which must involve changing the food pattern. Overweight cannot be cured once and for all, it's much more like 'curing' diabetes — a permanent treatment".

Pharmacists could also help slimmers by dismissing fallacies about dietetic foods. Many people thought that a diet was something to make you slim and that foods for diabetics were suitable for weight reduction. "My guess is that more of the sorbitol-containing foods, particularly chocolate and tinned fruits, are sold to people for their weight control than because they have diabetes." He would like to see labels on these products saying they were not intended for weight control.

In addition, no-one on a slimming diet should need vitamin supplements. "If your diet is inadequate in vitamins, it is also likely to be inadequate in nutrients other than the few vitamins which for technical reasons can be put into a tablet." If the diet was nutritionally well balanced, as was the low carbohydrate diet, then extra vitamins were not needed.

It must also be stressed to patients on



Professor Yudkin

appetite depressant drugs that it is not the tablets but the diet that will make them slim. And, "no pharmacist should stock these preparations known to be ineffective, such as 'slimming pills' that contain only laxatives."

Sugar worse than cyclamates?

But he has words of praise for sweeteners. He would far rather people used saccharin than sugar and feels "a lot of nonsense was talked about cyclamates." He freely admits to importing a supply of cyclamates from Switzerland for his own private use.

For the past 15 years most of his work has been concerned with obesity and the effects of sucrose. In his book "Pure White and Deadly", he blames sugar as being responsible for dental caries, heart disease, diabetes and other conditions in addition to obesity, and on the BBC television programme "Controversy", he recently defended his view that sugar, not fats, causes thrombosis.

"Sweeteners are subject to far more stringent examination than sugar ever has been so if any of the sweeteners currently being developed produced the same effects say, in rats, as sugar, then they certainly wouldn't be allowed."

Whereas the effects of cyclamate leading to its withdrawal were obtained with 50 to 100 times the amount anyone would ever use, the amount of sugar needed to produce adverse effects in rats much more closely resembles the amount taken in many human diets. Enlarged fatty livers, raised blood triglyceride levels, impaired glucose tolerance, damaged kidneys and retinas can all be produced by giving rats 30 per cent of their calories as sugar, an amount which is well exceeded daily by many people.

"I would like to see the sugar shortage last for ever and ever", he says, and hopes increasing costs will result in reduced consumption of sweets, cakes and soft drinks. The only disadvantage of artificial sweeteners is that they maintain a taste for sweetness. "Putting saccharin into tea will make it more difficult for

Continued on p 259

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She could stay healthy on Slender even if she ate nothing else.

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Naturally, you'd advise your customers to seek a doctor's opinion before starting such a strict diet.

And in any case Slender can only be really effective as part of a calorie controlled diet.

The profit motive.

Having said all this, like you we're in business to earn a living.

And that's another reason why we're introducing Slender.

It's already the best selling slimming product in America.

And we believe it's going to be as successful here.

We know the product's right.

The price is right (we recommend 46p for a box of four sachets.)

And we know the advertising and promotion are right.

Free samples.

Try Slender yourself. Part of our promotional

campaign is to give away free samples through chemists and slimming magazines.

Because we know from our research that women like Slender once they've tasted it.

It's rather like a thick milk shake.

And there are four flavours, vanilla, strawberry, chocolate and coffee.

The TV commercials.

Starting in April you'll be seeing a lot of Slender on the box.

We are in fact spending £300,000 on a series of five commercials.

In them a plump woman starts a diet of Slender and slims progressively over four weeks.

And we'll also be running big colour ads in influential magazines like 'Slimming'.

To sum up we feel Slender is one slimming product you can honestly recommend to your customers.

Knowing it'll be just as healthy for them as it will for you.



SLIMMING

Three more Kousa varieties

Milupa Ltd, Lab House, Horton Road, West Drayton, Middlesex, are confident that 1975 will be a good year for slimming products. Kousa takes advantage of two strong trends in the slimming market — for natural products and for convenience meals.

Three new meals are being introduced. Banana, lemon and mixed fruit varieties will join the existing range of apple, blackcurrant, orange and pear. Milupa Ltd test their products in European markets before introducing them into the UK. They have tested Kousa on groups of UK slimmers under the control of independent dieticians and have published the results in *Slimming & Nutrition* magazine.

'After the holiday' slimming

Kousa advertising began in January and continues until June with a second burst for "after the holiday" slimming. Five different campaigns are being used to attract dedicated slimmers, working girls needing a slimming lunch, health food fans, housewives at home and existing Kousa users. Over 500 x 30 second radio commercials are being used in London, Manchester, Birmingham and Sheffield. This is backed up by coupon offers of free Kousa meals and diets in evening newspapers throughout the country. The company says that over 70,000 slimmers wrote in for Kousa in 1974 and they are

being mailed again with details of the new varieties and a new diet guide.

Also on the schedule are slimming magazines, *Slimming Club News*, *Here's Health*, *Miss London Weekly* and *Girl About Town*. A programme of lectures, free samples, diet sheets and diet guides completes the campaign together with a stand at the international health food exhibition in April.

New display units are also being introduced, including an 80 sachet assorted display pack providing 10 of each variety in a separate dispenser, plus 10 of mixed fruit. Dispensers of 20 sachets, single variety or mixed varieties are also available, together with a three sachet carton in cases of 10. Bonus offers are being made through most major pharmaceutical wholesalers and by the sales team.

Beecham re-launch Chekwate with bonus offer

Beecham Foods Ltd, Beecham House, Great West Road, Brentford, Middlesex, are planning to attack the area of slimmers' products with a major relaunch of Chekwate, the sugar-free fruit squash.

High in fruit content, low in calories, Chekwate has been reformulated to meet the demand for an "all day" drink suitable for the whole family. The range consists of orange, lemon and lime flavours, each containing no more than four calories per fluid ounce, compared with 30 calories per fluid ounce in conventional squashes. They are said to have a higher concentration of fruit juice than most comparable drinks — as much as 25 per cent pure juice — and are also suitable for diabetics.

A nationwide sales drive begins this month backed by an introductory two-month bonus offer to the trade, as well as full point of sale and display material. Special bottle display crowns, emphasising Chekwate's high fruit content, have also been produced. A Tyne Tees advertising programme concentrated over five



months represents a national equivalent of £200,000.

Relaunching Chekwate at £0.25 per unit, Beecham Foods hope to extend its share of the slimming drinks market.

Ayds extend 'success stories' on television

Ayds sales showed a 70 per cent increase when television advertising in selected regions was introduced last autumn, according to Cuticura Laboratories Ltd, Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berks.

Following this success, television coverage is being extended to 90 per cent of the UK from February 24 (C&D, January 25, p 104). At the same time, new "real life slimming success stories" will be featured in Press advertisements which include *The Observer Magazine*, *Sunday Express*, *Sunday Times Magazine*, *Sunday Mirror* and *Sunday Post*.

A 10p coupon, redeemable against a purchase of Ayds, is featured in the first advertisements in *Sunday Express* and *Sunday Mirror* and in the two week starter pack is a 10p coupon redeemable against the one month supply pack. Special terms are available through representatives or wholesalers. Cuticura Laboratories Ltd are continuing to sponsor the Society of Serious Slimmers, an organisation providing advice to dieters wishing to slim in groups or individually in their homes.

Contour coupons

Wander Ltd, Station Road, King's Langley, Herts WD4 8LJ, are producing 5 million "6p-off" coupons for their Contour range of meals, introduced in 1974.

The coupon will appear in advertisements in the March and April issues of *Woman's Own*, *19, Cosmopolitan*, *Over 21, She, Honey, Good Housekeeping* and *Reader's Digest*. Full colour pages will also appear in the March and April issues of *True Romances*, *True Story*, and *Woman's Story*. Leaflets, diet sheets and shelf-strips are available.

Continued from p 256

people to resist the ice cream", he says.

The most common problem received by the nutrition and obesity advisory service is that of the patient who just cannot lose weight, although the doctor usually adds "and I'm quite sure she has kept to the diet."

"We have to tell him politely he is mistaken", says Professor Yudkin, who does not accept that an overweight person can eat 1,000 calories per day and not lose weight. He has to persuade the doctor that treating "difficult" patients for overweight is as much a psychological problem as a nutritional problem, which was where slimming clubs could help. These patients had probably tried numerous diets, read books and bought slimming aids, and finally handed themselves over to the doctor saying, in effect — "Look, I am fat. You have got to cure me." They could then blame someone else if they stayed fat.

One of the many reasons why diets failed was that slimmers set themselves unrealistic targets, says Professor Yudkin. "In obesity clinics we have to persuade a 15-stone woman we will be happy if she gets down to 12 stone", rather than the 8 stone she perhaps had in mind. "People tend to have curious images about what they would like to be and can then use this as an alibi for going off their diet altogether."

It seems that one final area in which pharmacists could help is in giving basic information about food values. Letters from doctors to the obesity service illustrate that nutrition is not taught to any extent in most medical schools, yet a recent survey showed that 90 per cent of people thought their doctor was the person best qualified to give dietary advice (a few mentioned "the chemist"). Doctors may learn about the role of vitamin B in metabolism but know nothing about the components of bread, says Professor Yudkin, "and after all, nutrition is all about food."

SLIMMING

Carnation Foods launch Slender

Slender, said to be America's top selling product in the meal replacement section of the slimming market for the past ten years, is to be launched in Britain in April by Carnation Foods Co Ltd, Carnation House, London N2 8AW.

Slender is a high protein meal replacement to be distributed nationally through pharmacies only. The recommended retail price will be £0.46 for a four sachet pack. Slender comes in powder form in chocolate, coffee, strawberry and vanilla flavours. It contains 215 calories when mixed with a third of a pint of fresh milk. The launch will be supported by a £300,000 national television advertising campaign breaking on March 31.

Advisory service set up by Slim Disks

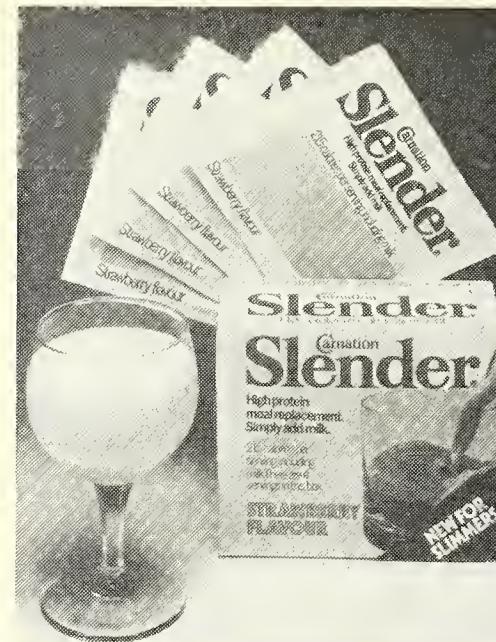
Dilys Wells, a leading authority on nutrition and food science, has set up a slimmers' advisory service to help Slim Disks' users with their slimming problems. Miss Wells will also be featured in the spring Slim Disks campaign, to take the form of half-page advertisements in women's magazines — *Good Housekeeping*, *She, Woman's Journal*, *Woman & Home*, *Family Circle*, and *Woman's Realm* in April, May and June.

Dilys Wells, editor of *Nutrition and Food Science*, has written eight books on nutritional subjects. She has written a booklet on slimming hints which will be featured in Slim Disks advertisements later in the year and will be available free from E. C. De Witt & Co Ltd, Seymour Road, London E10 7LX.

Limmit's 38 varieties: 'biggest ever' campaign

The 1975 advertising campaign for Limmit's is expected to be the biggest in the product's history. Between January and August, Uniclife Ltd, Unimart House, Stonar, Sandwich, Kent, will be spending over £600,000 on a national television campaign, Press advertising and promotion. This will mean about 800 television commercials and 120 double and single pages of advertising in women's magazines.

The six new hot meals take the Limmit's range up to 38 varieties in total. Uniclife Ltd say that with the total slimming aids market worth £60 million in 1974, Limmit's dominated the meal replacement section, claimed by this company to be worth £12 million, with more than 50 per cent of the market. Since



the introduction of Limmit's in the early 1960's, sales have increased by 600 per cent and each of the major surges has coincided with a major new product introduction.

Nutriplan claims a 12 per cent share

The total meal replacement market was recently estimated to be worth £8.9 m (although other sources put the figure nearer £12 m), according to Smith & Nephew Ltd, Bessemer Road, Welwyn Garden City, Herts AL7 1HF, who claim a 12 per cent share with the Nutriplan range. The company is currently offering merchandisers of soups with "5p off next purchase" packs (C&D, January 25, p 104).

Free family health book

Glaxo Farley Foods, Torr Lane, Plymouth PL3 5UA, are offering a free, 96-page paperback, "Family health plan

from Complan." The book deals with a range of health topics, including "how your body works," underweight and overweight, stomach upsets, convalescence and pregnancy.

It is available with one proof of purchase from a Complan pack and 5p to cover mailing. The offer will run for three months and be supported by magazine advertising. A pack counter is available for use in-store.

Energen four-week diet featured on television

Most of Energen's advertising budget is spent on television advertising and a new campaign is being screened nationally this spring. It features the four week, 1,000 calorie-a-day diet explained in the "Good shape guide" booklet.

RHM Foods Ltd, 10 Victoria Road, London NW10 6NU, will spend the rest of the budget for Press advertising in slimming magazines and medical journals. The Energen Foods Bureau, Ashford, Kent, issues diet sheets to doctors for use in patients with the more common ailments which can be cured or controlled by a dietary regime.

Bran crispbread is available only through pharmacies and is particularly suitable for diverticulosis sufferers. Low sugar jams and marmalades are said to achieve 56 per cent of their total sales through pharmacies.

Other offers on slimming aids

Simbix Ltd, Kingston Road, Leatherhead, Surrey, are offering Simbix 14-day slimming plan and Trihextin capsules at reduced prices to the retailer during February and March.

Appleford Ltd, Poyle Close, Colnbrook, Slough SL3 0AB, are offering the Dietade "Slimmers' choice" booklet (£0.15) for sale to customers.

When the sugar shortage was good news

Sales of artificial sweeteners rose dramatically during 1974. Sweetex claims a growth of more than any other brand, with a 70 per cent rise over the previous year's sales. Crookes Anestan Ltd, 1 Thane Road West, Nottingham, say Sweetex now accounts for 45 per cent of all artificial sweetener sales in pharmacies.

The company believes that while much of the increase can be attributed to the scarcity of sugar and its increased cost, there is growing evidence of a natural switch to sugar substitutes by the British public. A recent survey by Food and Drink Research Ltd (C&D, January 18, p 55) showed that more housewives were aware of the harmful effects of sugar and were more kindly disposed towards artificial sweeteners than they were in a previous survey.

Crookes Anestan Ltd predict that the market will be worth £6.5m in 1975, of which more than 80 per cent will pass through pharmacies. A record £350,000 is to be spent promoting Sweetex, with

promotions designed to increase sales of larger packs. Sweetex now claims brand leadership in Scotland with 30 per cent of the market.

Hermesetas, also by Crookes Anestan Ltd, showed an increase in sales of 80 per cent over 1973, with sales of the 650 pack rising by 110 per cent. A series of nationwide consumer promotions, backed by advertising on television and in women's magazines is planned for the current year.

An advertising campaign on Sucron will begin at the end of March. Accepted Foods Ltd, Kingston Road, Leatherhead, Surrey are "pushing Sucron mini-lumps out as a brand leader" with a £40,000 national advertising campaign in women's magazines including *Woman's Realm* and *Woman's Weekly* as well as national newspapers.

Wellcome Consumer Division, Crewe Hall, Crewe, Cheshire, are currently running a trade and consumer promotion for Saxon (C&D, February 8, p 170).

AYDS ON TV FROM FEBRUARY 24th

**LONDON
MIDLANDS
SOUTHERN
WEST CHANNEL**

**STAGS
TRIDENT
GRANADA
HARLECH**

For four weeks, starting February 24th, Ayds will be seen on TV in eight areas. Plus the National Press and Magazine campaign running throughout the spring.

When the Ayds TV commercial was shown in the autumn, sales increased by an average of 70% in the TV areas where the commercial was run.

Make sure you have enough stocks (on display!) to meet the demand there's

bound to be for Ayds in the peak slimming season.



STOP PRESS:

During February, there's a special 10p-off coupon for the consumer appearing in the National Press. Plus special terms for you. Ask your Cuticura Representative all about it.

National Chamber of Trade

Politicians back traders' protest

Shopkeepers from all over Great Britain and Northern Ireland attended a protest meeting sponsored by the National Chamber of Trade on Monday. Because of the large number indicating that they would be present, the Central Hall, Westminster was booked and the ground floor of the Hall was packed for the meeting. As indicated (last week, p 193), the topics causing anxiety were the capital transfer tax, value-added tax, National Insurance contributions and the rise of local rates.

Billed as one of the main speakers was Mr Michael Heseltine, Opposition spokesman for trade and industry. He had, however, to wait for the newly-elected leader of his party, Mrs Margaret Thatcher, who made an unexpected visit.

She said: "For the first 18 years of my life I lived over a shop that my father owned."

"I know the tremendous number of hours that went into earning a living and how the wife of the house would put in a great many hours and the father and mother could never go on holiday together as their business had to be kept going."

"I know how you feel when your rates go up, particularly with differential ratings. I know not as a politician knows only about politics, but I know the massive problems you face every single day in your businesses."

Mrs Thatcher attacked the new capital transfer tax, saying it was fundamental for the future of Britain for fathers to hand down their businesses, the results of their own initiative, to their sons.

Rate rises

Miss Mildred Head, chairman of the board of management, NCT, spoke of the rise in rates on her shop. Two years ago they were £1,300 a year. Last year they went up to £4,300 — exactly the same charge as the rent — next year they would be up another £2,000. "It is said often we can't afford to retire and then we can't afford to die, but can we afford to live?" she asked. "Never were the odds so heavily stacked against one section of the community."

Mr Heseltine began his address by illustrating the problems arising out of inflation.

"Take a man earning £3,000 a year in January 1974. Today he would need to be earning £3,600 a year, simply to pay for the same light, heat, food and housing. If you saved £100 in 1965 it is worth £40, and at the current rate of inflation every £100 you save this year will be worth £13.50 in 10 years' time. I often wonder

if we have used the anti-monopoly powers of Government as vigorously as we might. It is worth remembering that firms with net assets over £15m had an average pre-tax return of about 14.6 per cent while those with less than £1m averaged 18.3 per cent.

"There may be a Department of Industry prepared to bail out the giants but who is there for the little man who week by week joins a dreary and lengthening queue in Carey Street."

On VAT Mr Heseltine said the complexities arising from the reduction in the rate from 10 per cent to 8 per cent were as nothing compared with those which would attend several rates of tax on a varying range of products all sold over the same counter and entered on the same bill. "And make no mistake this time, the rates won't be going down."

"Behind the rumours will lie the assumption — the assumption always hitherto justified — that you can be expected to carry out the wishes of the State without charge or recompense and with no regard to your convenience."

Mr Heseltine concluded: "I want you to rekindle your faith in the values for which you stand. I want you to talk of profit as the indispensable feature of a prosperous and free society. I want you to talk of liberty not as a catch phrase to be taken for granted but as a right in whose defence we must be ever vigilant. And to do those things needs commitment."

Form-filling attacked

Speakers called for a united front to fight the Government and at least one suggested joining with the hospital consultants to oppose higher National Insurance contributions for the self-employed.

Another suggested refusing to fill up all the forms required unless the Government paid for the labour which in his case cost £200 a year. He suggested that his personal income tax allowance should be increased to £600 a year to compensate.

A pharmacist, Mr John Bolton, Finchley, objected to the wording on the VAT form that had to be signed stating all the figures were accurate. He asked that there be added "to the best of my belief" since the amount of information to be given grew more complex. This suggestion was well received by the delegates.

At one period after more than an hour of highly charged political speeches, a note of disillusionment with politicians began to creep in. "We didn't come here to listen to party political broadcasts," said one small shopkeeper. "We came for action. We should be marching, not talking." The mood became more restrained after the director-general of NCT (Mr Les Seeney) read out the motion which was subsequently taken by hand to the Chancellor of the Exchequer at the House of Commons. Another party, amongst whom was Mr J. Wright, secretary and director, National Pharmaceutical Union, walked to Downing Street to hand in a copy for the Prime Minister (see p 233).

Some of those present at the meeting did not think the wording sufficiently strong and a supplementary motion was agreed by them. This pointed out that delegates were in the mood to withdraw

their unpaid labour from April 1. It warned that "a refusal on the part of small businesses to continue the collection of tax would bring chaos in its wake."

Earlier the director-general waved a bundle of telegrams received from individuals and trade associations who had been prevented because of business commitments from attending. Mr Seeney singled out pharmacists who, he said, would have been there in particular strength but for the fact that the law compels them to be in their shops.

The NPU draws attention to the fact that the VAT meeting scheduled for the Deeside Leisure Centre, Queensferry, on March 3 at 8 pm, is at Queensferry near Chester not Queensferry, Scotland.

Re-trial ordered in 'pill' damages case

A California Superior Court judge has set aside a \$1.3m verdict rendered in favour of a woman who alleged she was blinded after taking Ortho Novum 1/50 (C&D, January 4, p 5).

Ortho Pharmaceutical Corporation, the manufacturers, and the pharmacist who issued the drugs had been ordered to contribute to the damages. The judge gave the following reasons for ordering a new trial: there were irregularities in the proceedings of the jury by which the defendants were prevented from having a fair trial; the court found that the total award was excessive, the amount being influenced by the bias of some of the jurors; the evidence was "overwhelming" that the plaintiff's blindness was caused by a severe infection of beta haemolytic streptococcus in the soft tissue of the throat, face and blood stream and "oral contraceptives had no more connection with the loss of eyesight than the plaintiff's presence in California."

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problems
shoplifting

Olney bros offer you a full
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Company News

LCR to set new cost figures before Fair Trading chief

LRC International Ltd are busy drawing up figures to show how their costs have increased before they meet the Director General of Fair Trading on a date yet to be fixed, about implementation of the Monopolies Commission report on contraceptive sheaths (last week, p 216).

A spokesman for the company told C&D that there had been "very substantial" costs changes incurred since March 31, 1973, the time on which the report's statistics had been based. In calling for a 40 per cent reduction on average prices on that date, the report allowed that if basic costs could be shown to have risen significantly since then, the reduction would be such as to provide a final return on capital of about 20 per cent. The spokesman explained that the most significant cost increases were labour — the company employed many women, and there was the impact of the "equal pay" report — and packaging.

ICI to make enzyme substitute for sugar

ICI is to make the enzyme glucose isomerase, an ingredient in the production of sugar replacements for the food industry. The company's agricultural division has been given an exclusive sub-licence to produce the enzyme in Europe, Australasia, Japan and South Africa by KSH (Royal Scholten-Honig) of Holland under their licence from Reynolds Tobacco, USA.

Subject to planning permission, the division will start to build a pilot plant at Billingham, Cleveland, shortly.

The entire production will be bought by KSH whose British subsidiary, Albion Sugar Co Ltd, are building a starch plant at Tilbury (see C&D, October 19, 1974, p 562).

Unichem 'at home'

More than 150 pharmacists and their wives and staff, from as far afield as Chichester and Herne Bay, travelled to Croydon last week to visit Unichem's pharmaceutical distribution depot.

During the evening chairman Tom Reid presented cheques to Ernie Warren and Bernard Dunning who have just retired from Unichem. Mr Warren joined the organisation in 1956 in the original sundries depot at Colliers Wood as assistant manager. In 1961 he was appointed supervisor of the sundries department at the Walthamstow depot later moving to Croydon depot as supervisor of the enlarged counter department. Mr Dunning was a sales representative for Kent, Surrey and South London.

At the reception to mark the first anniversary of the Smith & Nephew Foundation. Seen here with the lord mayor of Westminster (Group Capt G. H. Pirie), and the chairman of Smith & Nephew Associated Companies Ltd. (Mr S. N. Steen) are the inaugural Florence Nightingale students (see below)



S & N Foundation's first anniversary

Presentations of certificates to the first Smith & Nephew Florence Nightingale nursing scholars were made by the lord mayor of Westminster at a reception given in their honour by the company in London on February 11. Also honoured were the 1975 S & N surgical fellows.

Before asking the lord mayor to make the presentations, the company's chairman, Mr S. N. Steen, said there were now 60 fellows practising in all parts of the world. The reception was being held on the first birthday of the founding of Smith & Nephew Foundation which had brought together the group's charitable activities. The sum of £50,000 a year was being set aside for the Foundation's activities.

Avon Medicals in US

Avon Medicals have set up a new company in the US, Drayton Medical Inc, to manufacture and sell the Avon range of sterile packed disposable medical products.

Avon Medicals has a 60 per cent shareholding, with the remaining equity being held by DWS Inc (the trading name of the American-based Drake Willock Company).

Former pharmacy chain changes ownership

Chemimart Ltd which was acquired by Booker McConnell Ltd in March 1973 for £843,291, has been sold for a "nominal sum" to the previous owners of SMS (Save Money Stores). SMS was added to the Chemimart group by Booker McConnell some time after the Chemimart acquisition. The new owners, Mr M. Cohen, and Mr M. Haberfield are now looking at the potential of their 39 outlets spread over the South of England. None are being conducted as pharmacies.

A statement from Booker McConnell last week said that against the background of a good profit achievement for the group in 1974 and the expectation of further improvement in 1975, they sold two businesses, one of them being Chemimart — which had made trading losses in each of the last two years. There

had been no recovery in the drug store business following the stock losses disclosed in the interim report (C&D, September 28, 1974, p 448). The statement adds: "The retail chemists' businesses, Kingswood and E. E. Russell, which are under separate management and which continue to operate successfully, are not affected by this sale."

Booker McConnell's 1973 consolidated balance sheet included approximately £4m of goodwill in respect of the businesses being sold, and provision for this amount to be written off as an extraordinary item will be included in the 1974 accounts.

Briefly

American Cyanamid Co are planning a £5.65m plant for the production of malathion in Brazil.

Boots Ltd are to close their branch at 2 The Haymarket, Leicester. Their dispensary service will be transferred to their branch at 34 Gallowtree Gate.

Mr I. C. Taylor, BPharm, MPS, has acquired the business of D. R. and G. J. Williams Ltd, 1 Swakeleys Road, Ickenham, Middlesex, and will trade as D. R. and G. J. Williams.

British Salt Ltd, a subsidiary of Staveley Industries Ltd, are expected to increase their output by 30 per cent following introduction of a new "6-effect" evaporation system.

Hoffmann La Roche: The Government has decided not to appeal against a decision of the High Court which refused to have struck out a legal action brought against it by the group to nullify cutting the prices of Valium and Librium (C&D, December 7, 1974, p 794).

Appointments

Alembic Products Ltd have appointed Mr R. J. de Vries their managing director.

French & Scott Ltd: Mr R. Gingell has been appointed the company's south-east area manager and Mr E. McLeod northern area sales manager.

Jackel & Co Ltd have made the following appointments to Jacqueline sales: Mr K. Carter (Staffordshire, Shropshire and Derbyshire); Miss S. Parkes (Middlesex); Mr N. A. Vallis (Dorset, Hampshire); Mr R. Mason (Liverpool) and Miss R. Smallman (East London).

Market News

BROMIDES DEARER

London, February 19: Bromide prices were raised substantially during the week. Depending on the quantity ordered the rise represents increases ranging between £117 and £219 per metric ton for the potassium salt.

A few crude drugs showed an easier tendency. They included aloes, copaiba and Peru balsams benzoin and jalap. Brazilian menthol was again sharply marked down. Kola nuts were nominal in both positions. Pepper and styrax were marked up.

In essential oils Brazilian peppermint was down by £0.25kg. The Chinese variety was down by a similar amount for shipment. After trading at £40kg on the spot, holders were asking £42.50 for Mysore sandalwood. Easier were citronella, anise, patchouli and Chinese spearmint.

Pharmaceutical chemicals

Acetarsol: 50-kg lots £8.35.
Bromides: Crystals £ per metric ton

	Under 50-kg	50-kg	1000-kg
Ammonium	930	111	756
Potassium*	84	741	706
Sodium	84	728	693

* Powder plus £36 kg
Calcium carbonate: BP light £70.00 per 1,000 kg.
Calcium sodium lactate: £0.819 kg in 50-kg lots.
Citric acid: BP granular hydrous per metric ton, single deliveries, from £521 to £619 according to maker. Anhydrous from £559 to £665. Five-ton contracts respectively £518-£617 and £556-£663.
Cocaine: Alkaloid £350 kg; hydrochloride £319. Subject to Misuse of Drugs Regulations.
Cyanocobalamin: £3.00 per g.
Cyclobarbital: Calcium £7.05 kg for 5-kg.
Ergometrine maleate: 100-g lots £6.90 g.
Glycerin: Nominally £453 metric ton, naked delivered.
Hydroxocobalamin: £3.50 per g.
Iodides: £ per kg.

	under 50-kg	50-kg	250-kg
Potassium*	2.58	2.45	2.43
Sodium	3.26	3.15	—

*For crystals and granules. Powder plus £0.11 kg.
Iodine: Resublimed in 250-kg lots £4.01½ kg.
Lobelina: Hydrochloride £1.20 per g.
Mercury salts: Per kg in 50-kg lots; ammoniated powder £6.70; oxides — red £7.90 and yellow £7.65; perchloride £5.50; subchloride £7.00 Iodide £7.25 kg for 25-kg.
Sulphadiazine: 50-kg lots £4.15 kg micro milled plus £0.15.

Crude drugs

Aloes: Cape £1.250 metric ton, spot; £1.200, cif. Curacao £1.300 spot.
Balsams: (kg) Canada: 18.00 cif, **Copaiba:** BPC £2.25 spot; £2.00, cif. **Peru:** £7.90 spot; £7.25, cif (March-April). **Tolu:** £3.60 spot. Curacao £1.350 spot; no cif.
Benzoin: BP £62-£67.00 cwt. £61-£67.00, cif.
Gentian: Root £2.00 kg spot; £1.90 cif.
Ginger: (ton, cif) Cochin £475, Sierra Leone not quoted. Nigerian split £490, peeled £640.
Jalap: Mexican basis 15 per cent £1.65 kg spot; £1.50, cif.
Kola nuts: Nominal.
Nutmeg: East India 80's £1.560 ton, cif.
Menthols: Brazilian £12.00 kg spot; £10.25, cif. Chinese £21.00 spot; from £17.75, cif.
Pepper: (ton cif) Sarawak black £760, white £910 prompt shipment.
Pimento: (ton) Shipment \$ (Jamaican) 2.500 fob.
Podophyllum: Root £485 metric ton, cif.
Rhubarb: Chinese rounds 60% pinky £1.40 kg.
Sarsaparilla: £1.25 kg spot.
Styrax: £2.55 kg spot; shipment £2.50, cif.
Turmeric: Madras £280 metric ton spot; £265 cif.

Essential oils

Anise: £19.00 kg spot; £14.65, cif, nominal.
Bay: West Indian, about £15.00 kg.
Bols de rose: Shipment £6.00 kg, cif.
Buchu: English distilled £270 kg nominal.
Cade: Spanish £1.10 kg spot.
Cajuput: £5.00 kg on spot.
Camphor white: £1.80 kg spot £1.70, cif.
Cananga: Java £7.40 kg spot.
Caraway: Imported £21.00 kg.
Cardamom: English distilled £85.00 kg.
Cassia: Chinese £12.00 kg spot; £10.50 cif, nominal.
Cedarwood: Chinese £1.25 kg spot and cif.
Celery: English £38.00 kg.
Cinnamon: Ceylon leaf £25.50 spot; £2.20, cif. English distilled bark £180 kg.
Citronella: Ceylon £1.80 kg spot, £1.25, cif.
Clove: Madagascar leaf £3.65 kg spot; £2.75, cif.
Coriander: £14.50 kg spot.
Cube: English distilled £22.00 kg.
Dill: £16.50 kg nominal.
80-85 per cent. Spanish/Portuguese £4.25, cif.
Eucalyptus: Chinese £6.25 kg spot; £5.70, cif.
Fennel: Spanish sweet £15.00 kg spot.
Geranium: (kg) Bourbon £24.00 kg spot.
Ginger: English distilled £75.00 kg nominal.
Lavender: French £14.00 kg spot.
Lavender spike: £13.50 kg spot.
Lemon: Sicilian best grades from £7.25 kg.
Lemongrass: Spot £3.00 kg, spot; £3.00, cif.
Lime: West Indian £7.60 kg spot.
Palmarosa: No East Indian. Brazilian spot £7.00 kg.
Patchouli: £4.50 kg spot; £425, cif.
Pennyroyal: £8.00 kg spot nominal.
Pepper: English distilled ex black £64.00 kg.
Peppermint: (kg) Arvensis Brazilian £4.25 spot; £4.00, cif. Chinese £7.50 spot; £7.50, cif.
American piperata from £18.00.
Petitgrain: £6.25 kg spot; £5.70, cif.
Pine: (kg) Pumilio £1.75; sylvestris £0.51.
Rosemary: £6.35 kg spot.
Sage: Spanish £10.50 kg spot.
Sandalwood: Mysore £42.50 kg spot; £40.00 cif.
Sassafras: Chinese spot £1.65 kg; £1.60, cif.
Brazilian £1.55; £1.50, cif.
Spearmint: Chinese £6.20 kg spot and cif. American £10.00 spot.

The prices given are those obtained by importers or manufacturers of bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

Coming events

Monday, February 24

Worthing and West Sussex Branch, National Pharmaceutical Union, Beach Hotel, Littlehampton at 8 pm. Meeting on "NHS remuneration, the new NHS contract,—are you satisfied?"

Tuesday, February 25

West Middlesex Branch, Pharmaceutical Society, Bernard Shaw room, Questor's Theatre, Mattock Lane, Ealing, at 8 pm. Mrs N. Wilkins on "Monumental brass and brass rubbings".

Wednesday, February 26

Bristol Branch, Pharmaceutical Society, Grand Hotel, Bristol. Annual dinner.
City and East London Chemist Contractors' Committee, Bethnal Green Public Library lecture hall, Cambridge Heath Road, at 7.45 pm. Guest speakers, Mr Brining and Mr Worby.

Thursday, February 27

East Metropolitan Branch, Pharmaceutical Society, Heybridge Moat House, Ingateshaw, Essex. Annual dinner and dance.
Pharmaceutical Society and London Branch, Guild of Hospital Pharmacists section of ASTMS, Society's House, 17 Bloomsbury Square, London WC1. at 7 pm, Professor P. Turner on "Man as his own experimental animal".
Teesside Branch, Pharmaceutical Society, The Tall Trees Hotel, near Farm, at 7.30 pm. Dinner.

Friday, February 28

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Park Lane, Croydon, at 8 pm. Mr T. P. Astill on "Some legal pitfalls in running a pharmacy".
Nottingham Branch, Pharmaceutical Society, Portland Building Nottingham University, at 7.15 pm. Annual dinner and dance.

Letters

Communications

May I congratulate you on your article on the Joint Boots Pharmacists Association (p 211), highlighting its communication difficulties. The difficulties involved in communication also appear to be experienced within the Pharmaceutical Society. The well-meaning efforts of the Council must be severely handicapped by their inability to "receive the message" from the individual pharmacist.

In my manifesto as a candidate for the Council election, I intend to advocate the setting up of a working party to study communications within the Society and the retaining of management consultants to ascertain what the individual pharmacist expects from his or her Society. Should the working party, after studying evidence taken from all sections of the profession, decide that in their opinion, change is desirable, such changes should be implemented even if it means a re-negotiation of the Charter.

Tom Owen
Stockport

Dinners - and guests

The season of the annual dinner and dance is upon us and I see that usually the chief guest is a member of Council who brings with him the usual string of moans about things of which we have had a surfeit.

I am going to suggest a breakaway from tradition; a change is as good as a rest. Although we are not yet a "royal society" (which is bound to come when the younger members take over from the "fuddy-duddies" of Council) the Queen is our patron and could we not invite—not once but every time—her representative to be our chief guest, the Lord Lieutenant of the county? Who will do it first?

W. P. Richards
Newcastle, Staffs

I have noticed periodically that dinners held by the Council of the Pharmaceutical Society are reported in the *Daily Telegraph*. I suppose I am right in presuming that the cost of these falls on the Society's funds, which of course are supplied by members' fees. Surely in these days of high costs and inflationary tendencies every economy is essential and these dinners are an unnecessary luxury, especially as a regular feature for the entertainment of members of Council and their guests.

I have been a member of the Society since 1922 and in my earlier days was very active in Branch work in the South West Metropolitan area before 1939—at my own expense.

G. Bryan Brook
Shalford, Guildford

These occasions are considered to be useful in "public relations" exercises giving members of Council the opportunity to get pharmacy's case over to influential individuals who are guests—Editor.

Westminster report

Health centre pharmacies 'could provide revenue'

A series of questions on health centres with pharmacies in Scotland was asked by Dr Maurice Miller MP at oral question time in the Commons last week.

Dr Miller first asked the Secretary of State for Scotland to publish a list of Scottish health centres at which pharmaceutical services were currently available and whether his department had undertaken any investigation "to determine if such services could offer savings to the NHS." Mr Robert Hughes, Scottish Under Secretary of State, replied that pharmaceutical services were provided by the health centres at Sighthill, Edinburgh, and Woodside, Glasgow, and centres under construction at Kirkcaldy and Peterhead included pharmacies. The present arrangements about the operation of a pharmacy at a health centre did not alter the total cost of pharmaceutical services in that area.

Dr Miller then said: "Is my honorable

Friend aware that I give him two cheers for that reply? Does he not realise that the provision of a facility such as this would do two things? First it would provide a considerable amount of finance for the running of the health centre. Second, it would provide a facility to patients using the health centre, without which the whole concept of the health centre, with its medical, dental, radiological and other ancillary services, is not complete?" Mr Hughes replied that he accepted what Dr Miller had said, and would consider any evidence he was prepared to submit.

Mr Hughes told Dennis Canavan MP that "ordinary commercial pharmacists" took up health centre accommodation in the same way as doctors and dentists. Mr Canavan had asked if such pharmacists were directly employed by the health board or were "merely agents of some private enterprise which will use the health centre as a branch of its own business."

Slimming products query

Mrs Joyce Butler MP plans to table Commons questions about the nutritional value and standards of slimming products. She is also to ask the Secretary of State for Consumer Affairs about their value for money. An attack on such products in Monday's *Daily Mirror* claimed "slimming foods" were more likely to result in loss of money than loss of weight.

New appointments to the shadow cabinet

Mrs Margaret Thatcher, the new Conservative leader, this week appointed Mr Norman Fowler as opposition spokesman on Social Services and Mrs Sally Oppenheim spokeswoman on consumer affairs.

□ Mr Brian O'Malley, Minister of State, Department of Health and Social Security, announced in the Commons last week that the Government hoped to introduce a Bill "within the next few weeks" on its long term pension plans based on the White Paper "Better Pensions."

'Take account of elderly'

Baroness Masham of Ilton, in a written question in the Lords last week, asked the Government whether they would take into account the needs of the elderly and disabled when drafting regulations on medicine bottle tops. Lord Wells-Pestell, a Government spokesman, stated that the Secretary of State for Social Services was considering comments received following the Medicines Commission's recommendations on safety packaging. "The needs of the elderly and disabled people will certainly be taken into account in drafting any regulations for such packaging, including the use of safety closures," he added.

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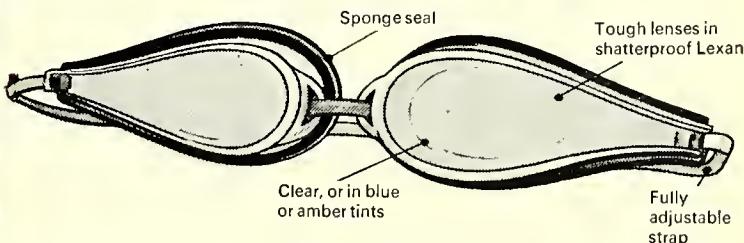
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